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Jackson & Perkins Co.

NEWARK, NEW YORK

World's Largest Rose Growers

APR 20 1950
SPRING
1950



THE PARADE OF

Modern Roses AND PERENNIALS

The *Only* Rose in History Ever to Win 4 International Awards!

JACKSON & PERKINS'

Fashion

Plant Patent No. 789

Greatest International Award Winner

"FASHION has made Rose history from the moment of its debut. Its rich coral-pink overlaid with gold presents an entirely new color in Roses." Garden Editor,
Christian Science Monitor

AMERICA

Judged best new Rose for 1950 by the experts of the All-America Selections after 2 years of tests and observation.

ENGLAND

At the 1948 British National Rose Society Summer Show, FASHION was awarded the only Gold Medal.

FRANCE

The Gold Medal of the 1949 Trials at the famous Bagatelle Gardens in Paris was awarded to FASHION.

SWITZERLAND

At the International Rose Trials held in Geneva Fashion was awarded a Certificate of Merit.

Always Covered with Clusters of Exquisite Bloom

FASHION is definitely the finest Floribunda Rose ever created! Outshines all others for its gay new eye-arresting color, enormous clusters of continuous blooms and its generous all-round performance. The blooms persist without interruption from their first riotous June display right through the season until frost. Day in and day out the warm oriental-red buds appear freely, giving your garden an all-season panorama of exquisitely formed blooms in this sparkling new coral-pink suffused with gold.

The late summer and fall color of this Rose is two shades deeper and more intense coral. It surpasses every color in the garden at that time in distinctiveness and glamorous appeal.

Constant new growth replaces the old, so that as one rich flower cluster finishes, other clusters even more beautiful are rapidly developing to take its place. The blooms are long-lasting under all conditions; the plant is hardy and vigorous.

Never Before a Color Like This in Roses

As the oriental-red buds open gradually, they are transformed into exquisite miniature Hybrid Teas up to $3\frac{1}{2}$ in. across. At the same time a gradual color transformation occurs as the oriental-red buds blend into a lighter, luminous coral suffused with gold. Graceful wavy petals and a rich display of golden yellow stamens add new interest and unexpected promise to the open flower. Enchanting fragrance fills the air with a delightful scent.

Outstanding Anywhere in Any Garden

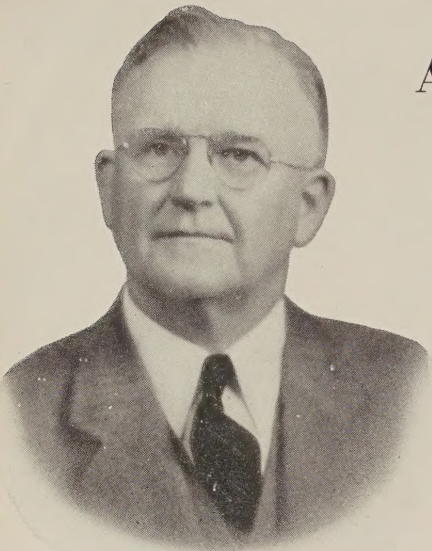
FASHION blends well with all its garden neighbors, creating a new exciting center of interest. Sparkling colors so abundant in each heavy cluster are handsome in a group planting in front of shrubs or evergreens; as a hedge leading to house or garden, around new homes or simply as a colorful accent point anywhere in your garden or flower beds. In formal Rose beds FASHION more than holds its own with any of your older favorites.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

JACKSON & PERKINS CO. *World's Largest Rose Growers*

"Here is a Rose with a future,
there is nothing like it."

E. Baines,
British National Rose Society



CHARLES H. PERKINS

A Personal Word from C. H. Perkins

It gives me a very deep satisfaction to know that our roses and other plants are making life pleasanter for hundreds of thousands of people. Many customers write us about this each year. I wish it were possible to answer each one of these letters, but the very number of such letters makes that impossible. I'm taking this opportunity to thank all those customers who have told us about the pleasures they get from our roses. At the same time, I want to greet the many new friends who may be seeing this catalog for the first time.

We can best serve you by producing top-quality plants of types and varieties that will make your gardening a never-ending source of personal satisfaction to you. We can be of further service by combing the world for new roses and perennials that are more beautiful or easier to grow than existing varieties. Our Plant Research Department is the largest organization of its type devoted solely to hybridizing and testing roses. The favorite varieties of rose lovers from coast to coast have been produced by our Research Department in the past few years. New Yorker, Pinocchio, Fashion, Goldilocks, Diamond Jubilee and a long list of notable rose varieties were created by our own organization.

We have thousands of new seedlings being tested in all parts of the country for hardiness, color, fragrance, disease-resistance and other important qualities that are necessary to make a rose worthy of introduction. We shall continue to test and evaluate these new roses and others from the far corners of the world so that any improved varieties can be available to you.

Several hundred thousand rose-lovers and customers come to Newark to see our Rose Garden and observe at first hand the beauty of our outstanding Roses and Perennials. The garden is truly one of the greatest sights in America for anyone who loves flowers. I extend a personal welcome for you to come to Newark yourself and see our roses. To those who cannot come here, I extend an equally warm welcome to turn the pages of this catalog and study these roses just as if you were standing with me in the Garden actually looking at the flowers themselves.

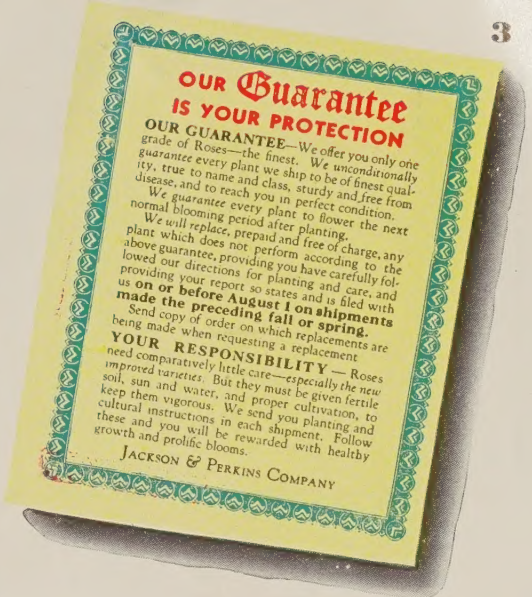
We spare no expense to bring you the finest catalog we can produce and then to give you only top-quality plants and good service. It is my sincere wish that you be given the best possible service on every order. If there is any way in which we can improve our service, I shall consider it a personal favor if you will let me know how this can be accomplished.

Very sincerely,

THE PICTURE ON THE COVER



On the front cover is pictured a corner in the J. & P. Display Garden. The Floribunda Fashion holds the foreground, with the newest Hybrid Tea, LeGrice, just beyond it. The many blues provided by Delphinium combine well with Rose colors.



All Plants Guaranteed To Live and Bloom

Every plant you order from Jackson & Perkins is guaranteed to live and bloom in your garden. All are shipped to you postpaid.

ORDER EARLY!

Send your order today. Don't delay! Please send remittance with your order; we do not ship C.O.D.

THE *Best* RED ROSE OF ALL TIME!

New Yorker

**ENORMOUS!
HOLDS RICH COLOR
WITHOUT FADING!**

New Yorker is truly a red, red Rose that stays red until the last petals wither and fall. The dark color is clear and sparkling, and the flowers are tremendous . . . often measuring 6½ in. across. Every hour, every minute that you see these lovely blooms in your garden, you'll be completely amazed at the clear, sparkling, rich color and the tremendous, beautifully formed blooms. The brilliant, unfading color is scarlet with rose-red undertones. The rich, velvety sheen of every perfect petal reflects a brilliant highlight and gives the blooms an exceptionally lovely texture.

Grows Perfectly With Little Care

This hardy, disease-resistant prize-winner is so easy to grow you'll want several plants in your garden once you try it. The sturdy, upright, 3-ft. plants are exceptionally vigorous and grow luxuriantly with a minimum of care. The magnificently formed blooms of enormous size continue without interruption all season from June until cold weather. The young shoots and new growth are bright red adding to the beauty and interest of New Yorker, in your garden. (Pat. 823.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00



New Yorker was Queen of Flower Show

© T. & P. CO.

New Yorker

Elinor Le Grice

NEW FOR 1950

(Right)

An exceptionally large, bright golden yellow Rose that you can depend on for unfailing bloom. Keeps a steady pace, producing full double 6-in. blooms constantly from June, week-in and week-out until frost.

Full ovoid bud shows deep maroon shading, changing to strong clear yellow as petals unfold. Unusually delicate spicy fragrance. Long stems, ideal for cutting.

Very deep rich green foliage. Plant grows vigorously, with remarkable resistance to disease. (P.A.F.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

SERENADE

(Pat. 852)

(Below)

Exquisite burnt-orange bud opens slowly while retaining its high center, which finally explodes into a 5-in. brilliant, coral-orange bloom.

These pleasing blooms are freely produced on 3½ ft., open plants. As the buds unfurl, the petals open to a flat position, making an airy, large flower. The edges of the petals have an interesting darker shade.

The foliage is shiny green and nicely balanced on the plant. It hangs on well and sturdily withstands ordinary Rose ills. You will like this brilliant, airy, new Rose.

\$2.00 each
3 for \$5.00
12 for \$20.00

Serenade

PLANT
THESE TWO
OUTSTANDING
HYBRID TEAS!

© J. & P. CO.

Elinor
Le Grice

© J. & P. CO.

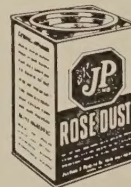
J. & P. ROSE SPRAY

This new all-purpose exclusive J. & P. Rose Spray provides all the safeguards your roses need in one simple, easy-to-apply solution. Contains Rotenone, D.D.T., Fermate, Sulphur, Copper "Quin" and other reliable ingredients. This amazing new formula controls Black-spot, Mildew, Aphids and other common rose ills. Also a deterrent to Japanese Beetles and Rose Chafer. See Order Blank.



J. & P. ROSE DUST

The ideal material for those who prefer a pesticide in dry, powder form. No mixing; no solutions. Simply dust your roses lightly within 24 hours after every rain, or every 10 days in dry weather. This amazing, new preparation will keep the bushes clean and healthy throughout the entire season. Controls chewing insects, sucking insects and plant diseases. See Order Blank for prices.

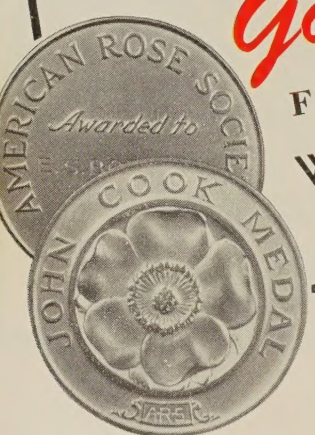


Goldilocks (Right) (Pat. 672)

FLORIBUNDA

Winner of John Cook Medal
of American Rose Society

Best New American Rose
in Three Years



"Stardust refined to Gold" . . . the long-awaited true golden Floribunda! Somewhere in your garden, this mass of glorious sunshine will delight you from early spring all through summer and fall. Clusters of bright yellow are particularly colorful and showy.

Plants and Blooms Are Perfect

The buds in each of the many clusters are ovoid in shape, resembling miniature Hybrid Teas in form, and a rich golden yellow in color. They open slowly and gracefully, passing through many attractive stages. The flowers are cupped in the early stages and gradually open to 3½ in. across. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. Continuously throughout the entire season, you'll have masses of this rich golden yellow to add color to your garden. Plants have a dense, spreading, well-balanced habit of growth, reaching a height of 2½ ft. or taller.

Bud rich golden yellow.

Flower . . . cupped in early stages. 45 firm petals. Up to 3½ in. across. Lower petals reflexed.

Fragrance . . delightful wild-Rose.

Plant . . . spreading, 2½ ft.

\$1.50 each; 3 for \$3.75;
12 for \$15.00; 25 for \$28.15

MORE COLOR
WITH THESE
SENSATIONAL
FLORIBUNDAS



"Goldilocks . . . Stardust turned to Gold"

© J. & P. CO.

A Striking Two-tone Floribunda!

Holiday (P. A. F.) (Left)



© J. & P. CO.

Holiday

This gay new Floribunda is a festive combination of bright warm colors. Generous clusters of large-sized buds are orange-yellow brushed pink on the outside and strong vermillion-red inside.

Beautifully Blended Tones

Flowers are lively flame-pink, with a clear golden yellow eye at the base. Reverse petal is a clear yellow which softens to a buff-yellow. The outer petal seems almost silvery, curls back to show deep pink. Blooms 3 to 3½ in.

Vigorous—Masses of Blooms

The plant is strong and vigorous, and the shiny foliage is very decorative. An excellent Floribunda for masses of color in gay contrasting tones. Such coloring in generous clusters gives your garden a true holiday atmosphere all summer long. Rich sweet fragrance is reminiscent of cloves.

\$1.50 each; 3 for \$3.75; 12 for \$15.00;
25 for \$28.15

The Loveliest Parade of Hybrid Tea Roses in the Whole World!

SPECIAL OFFER!

Top All-America Selection for 1948!
J. & P.'s Own Anniversary Rose . . .

Diamond Jubilee (Left)

The loveliness and perfection of this handsome new J. & P. Rose will amaze you when its enormous flowers appear in your garden this June. The color is warm glowing buff-orange, deeper in cooler weather, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers on every plant are fully double and high-centered. They open slowly, providing many thrilling hours as you watch the buds gradually unfold . . . Diamond Jubilee lasts exceptionally well either on the bush or as cut flowers. The many heavy-textured petals do not fade or burn even in warm weather, but rather intensify in color as the flowers open.

You will enjoy a rich soft Old Rose fragrance as you bring this captivating beauty to your face. Warmth of color, perfection of form and rugged vigor are yours in greater measure from Diamond Jubilee than from any other Rose. The plant is sturdy and full, well clothed with rich dark green foliage, and the constant succession of flowers is held erect on long stems. (Pat. 824.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Diamond
Jubilee

© J. & P. CO.

Neige Parfum

Helpful Hint

Do not uncover your Roses all at once. Take straw and soil off gradually, always leaving some protective material until the new growth is well started. This method produces maximum growth and luxuriant blooms later.

An Unusually Fine Collection at a Substantial Saving...

The choice Roses in this group make up the most magnificent collection ever offered. Your garden . . . regardless of whether it is large or small . . . will literally glow with unsurpassed beauty next June if you order this group now. Each variety is perfect; each an improvement over any previous Rose of the same color and type.

The personal satisfaction and pride that will be yours when you see these Roses in your own garden is indescribable. Treat yourself to the finest collection we can offer . . . and save yourself money at the same time!

SPECIAL J. & P. GROUP
*One Each of Eight of Jackson & Perkins
Outstanding Recent Introductions*

Fashion (p. 2)	coral-gold
Diamond Jubilee (p. 6)	buff
New Yorker (p. 3)	sparkling red
Red Pinocchio (p. 21)	red Floribunda
Enchantment (p. 16)	brilliant red
Rubaiyat (p. 7)	yellow
Goldilocks (p. 5)	coral-pink
Mary Margaret McBride (p. 14)	

GROUP #10 Value \$14.00
Save \$2.30 Only. **\$11.70**

NEIGE PARFUM (Below, Left)

For fullest appreciation of a fragrant white Rose, let your choice be Neige Parfum, from Mallerin. Its purity of color is much enhanced by the copious breath-taking lemon-verbena aroma. The early bud has slightest tinge of cream, then delicate lemon as it unfolds; in full bloom a beautiful white, peony-form. Plants 2 to 2½ ft. tall. Greatly admired for bud vases and white floral arrangements.

Neige Parfum will be a constant source of pride and joy in your garden next summer because of its remarkable fragrance. Acclaimed by many as the most fragrant of all Roses! It is of medium vigor and the superior flowers and the delightful scent make it well worth growing. Like so many other lovely things, will repay you generous rewards for a little extra care.

Fragrance . . a delightful lemon-verbena aroma.

Buds . . . long, ovoid, lovely.

Blooms . . . large and delicate.

Foliage . . . rich dark green.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

RUBAIYAT (Below)

Produces an Endless Succession of Extra-Large Blooms

Unchallenged winner of the 1947 All-America Rose Trials. A brilliant red with a profusion of long, graceful buds, appearing early in June. As the buds open, releasing their wealth of Old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed in the very hearts of the blooms. And this vivid burst of color is accentuated on the outside of the petals by a delicate tone several shades lighter.

Our Rubaiyat plants are luxuriant in growth and have demonstrated their hardy, disease-resistant qualities in all climates. You'll be delighted with the unflagging production of extra-large flowers on these tall, shapely plants. You'll enjoy their glowing warmth, lovely form, and profusion of blooms for years to come! (Pat. 758).

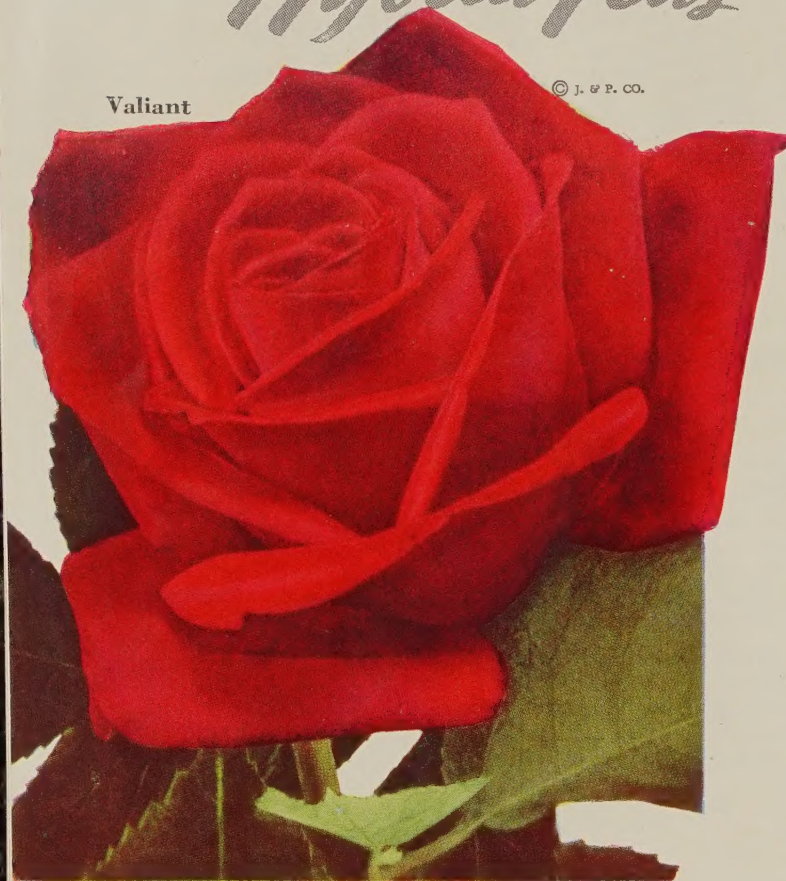
\$1.50 each; 3 for \$3.75;
12 for \$15.00



JACKSON & PERKINS CO.
World's Largest Rose Growers

Valiant

© J. & P. CO.



VALIANT (Above)

A bold red Hybrid Tea with a particularly lovely bud. Standing erect on strong stems, it seems anxious to call attention to itself. The equally lovely bloom is a luminous crimson, becoming bright red, with the first two outer petals reflexing gracefully. The bloom is high centered and bold in its color and erect manner. Frequently measures 5 to 6 in. across. A perfectly hardy, vigorous grower that you can depend on for outstanding performance. It has a marked fragrance. (P. A. F.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

© J. & P. CO.

Saturnia



GREER GARSON (Not illustrated)

As completely captivating and notable in performance as its namesake of motion-picture fame. The deep rose-pink buds are large and pointed, opening slowly, with the outer petals spreading gracefully and the inner ones unfolding even more slowly. The unique combination of delightfully reflexed petals in 5-in., deep rose-pink, perfect blooms casts a subtle charm over the whole plant. Frequently sends out long shoots, each with its large perfect bloom and following with a candelabrum of 3 to 6 more blooms on one lovely stem. (Pat. 781.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

SATURNIA (Below, Left)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. The face of the large petals is a brilliant cardinal-red while the reverse is salmon-yellow and copper, creating a warmth of tone difficult to describe—still more difficult to forget. If you do not have Saturnia in your garden, we cannot suggest another which would contribute so much to the array of colors as this stunning masterpiece. A glimpse at the picture below will indicate what a wealth of interest it creates, and how effective it is for use in bouquets. A gem from Aicardi of Italy. (Pat. 349.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MME. MARIE CURIE (Below)

Brilliant Yellow—An All-Star Performer

Considered by many to be one of the most satisfactory yellow Hybrid Teas. Mme. Marie Curie will produce a succession of clear yellow Roses in your garden. A good all-season performer; will not fade but remains clear throughout the hottest days. Color deepens in the fall.

Generous in its freedom of bloom, it bursts forth with beautifully formed flowers held proudly on vigorous spreading bushes of medium height. Resembles the old favorite, Mrs. du Pont, but the color is brighter and stems are longer. Rich disease-resistant foliage sets off the well-formed flowers in their long succession of handsome blooms. (Pat. 727.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Mme. Marie Curie

© J. & P. CO.



Helpful Hint

J. & P. Spray and Dust are easy to use; give best results. See order blank for details.

© J. & P. CO.



Countess Vandal

Zulu Queen

COUNTESS VANDAL (Left)

Outstanding favorite in the two-tone pinks, high in the popularity vote of ten leading Roses in America. Originated by Leenders of Holland, this pioneer in the New Era of Roses reigns in fine gardens in every section of the country. Long slender buds open languorously to high-centered flowers of infinite charm. Widely used exhibition Rose. (Pat. 38.)

\$1.35 each; 3 for \$3.40; 12 for \$13.50

ZULU QUEEN (Right)**Most Widely Used Dark of the Dark, Dark Reds**

The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full petaled. Large, dark green foliage on a stalwart bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun. While not an unusually free bloomer, Zulu Queen will produce more than enough flowers to satisfy your expectations. (Pat. 363.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

SUNSET GLORY (Below, Right)

A delicately shaded two-tone of excellent form and vigor. Sunset Glory is the result of many attempts to create an improved rose of this type. The experienced Rose grower will recognize this as a richer, more colorful sport of the great favorite, McGredy's Sunset. The golden yellow buds are suffused with soft pastel pink, opening slowly into graceful but luxuriant 4 to 5-in. blooms of glowing golden yellow. The sheen of dusty rose-pink laid over each petal makes a gorgeous sunset combination of yellow and pink. (Pat. 738.)

\$1.50 each; 3 for \$3.75;
12 for \$15.00

JACKSON & PERKINS CO.
World's Largest Rose Growers

**SPECIAL
GROUP
OFFER**

No. 20

**A COLORFUL
GROUP**

1 each of these beauties

Mme. Marie Curie. (p. 8)
Saturnia. (p. 8)
Sunset Glory. (p. 9)
Zulu Queen. (p. 9)
Rex Anderson. (p. 12)
Fantasia. (p. 12)
Capistrano. (p. 13)
Taffeta. (p. 13)

Value \$13.50

Save \$2.25

Only

\$11.25

KATHERINE T. MARSHALL

(Below) The All-America Winning Pink Rose of 1944. A Rose of rare beauty and delicacy of form. Grows vigorously with large, open upright blooms of friendly warm glowing pink. Highly praised in all sections of the country. Bred to hardiness and perfect form. The growth and foliage are equal to the Radiance family. Fruity fragrance. Long, fine stems, ideal for cutting. (Pat. 607.)

\$1.35 each; 3 for \$3.40; 12 for \$13.50

© J. & P. CO.



Katherine T.
Marshall

Sunset Glory

©
J. & P. CO.

JACKSON & PERKINS' MODERN UNIVERSAL FAVORITES...

All 12 of these

You'll Save

All Seven Plants
on this page

GROUP #30 **\$7.90**

Value.....\$9.45

You Save \$1.55

Eclipse

Sonata

Signora

Dicksons
Red



Eclipse. (Pl. Pat. 172.) The "Streamline Rose," most popular and best of all yellow Roses. Distinctive, sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Vigorous branching plants. 24 to 30 in.

Signora. (Pl. Pat. 201.) Buds warm brownish orange, opening to lighter mandarin and salmon. Foliage rich, glossy dark green. Tall, vigorous growth. Very fragrant. 30 to 36 in.

Countess Vandal. (Pl. Pat. 38.) Acclaimed most artistic bloom in rosedom. Copper, bronze and pink, flooded with gold. Reflex of silver. Most widely used exhibition Rose. Very effective in table arrangements. 24 to 30 in. high.

Sonata (Pl. Pat. 732.) Cochineal-red in spring and fall, in summer lightening to unusual hues of deep lively pink. Outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually from long, pointed buds. 3 ft.

McGredy's
Sunset

Any Variety

\$1.35 each;

Countess Vandal

White
Briarcliff

**EVERY JACKSON & PERKINS ROSE IS
GUARANTEED TO LIVE AND BLOOM**

Top Favorites for Only \$13.50 (You save \$2.70)

SIMPLY ORDER GROUP #50

Picture these husky, vigorous, 2-yr.-old plants filling your garden with dozens of gorgeous blooms in June. If you knew these varieties as we do . . . knew their full rich fragrance . . . their unbelievable texture and form,

you'd actually begin to smell the fragrance even as you looked at the page! You'd hear your neighbors' glowing praise as they look at your garden and ask how you ever grew such magnificent Roses.

© J. & P. CO.

Money on These Specially Selected Groups

All Five Plants
on this page

GROUP #40 \$5.65

Value \$6.75

You Save \$1.10

All Twelve Plants
illustrated

GROUP #50 \$13.50

Value \$16.20

You Save \$2.70

Three of one kind

\$3.40

12 of one kind

\$13.50



Rome
Glory

© J. & P. CO.

Dicksons Red. (Pl. Pat. 376.) This glowing scarlet-red Rose "has everything"—flashing color; large, high-centered form; rich fragrance; abundant, continuous bloom; strong, sturdy bush.

White Briarcliff. (Pl. Pat. 108.) Pure white Hybrid Tea. A bride's favorite Rose. Sleek, graceful buds. Brings forth a wealth of perfect bloom all season long. 24 to 30 in.

McGredy's Sunset. (Pl. Pat. 317.) Tinted with delicate orange and rich scarlet. Best loved of the Irish Roses. Sweet fresh fragrance. 30-in. plants.

Katherine T. Marshall. (Pl. Pat. 607.) Grows vigorously. Warm glowing pink. Its strong pink blooms stand clear and free from plants nearby. Sometimes reaches a height of 4 ft.

Hector Deane. (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants.

Rome Glory. (Pl. Pat. 304.) An aristocrat of red Roses, among the largest in rosedom. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists. 3 ft.

Prima Donna. (Pl. Pat. 639.) Glorious deep salmon suffused with pink. Provides a generous supply of artistic buds and blooms for bouquets! Blooms continuously from mid-June all through summer and fall. 3 ft.

Crimson Glory. (Pl. Pat. 105.) For many years the most popular red Rose! Big, beautifully formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. The foliage is healthy and profuse, forming an ideal base for these perfect blooms. Fascinating fragrance. Winner of many medals and honors. 3 ft.

© J. & P. CO.

Hector
Deane



Prima Donna

on these pages:

3 of one kind \$3.40

12 of one kind \$13.50



K. T. Marshall

© J. & P. CO.



Crimson
Glory

© J. & P. CO.

J. & P. Hybrid Teas

AAVRS
San
Fernando

©
J. & P.
CO.



JACKSON & PERKINS CO.

World's Largest Rose Growers

Fantasia



©
J. & P.
CO.

SAN FERNANDO (Left, Above)

A perfectly shaped, streamlined bud of brilliant red *plus* a heady perfume. The lovely buds develop into long-lasting blooms of glowing currant-red changing to bright scarlet as they mature. The big, firm, glowing petals make a long-lasting bloom which holds the captivating fragrance until the last petal drops. (Pat. 785.)

Coloring... glowing currant-red to bright scarlet.
Fragrance . pronounced and captivating. Lasts well.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

REX ANDERSON (Above)

An outstanding exhibition Rose of delicate, lovely ivory-white . . . perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally free and vigorous, with abundant gray-green foliage. Always an excellent choice if you wish to achieve a garden spot effect of frosty white. (Pat. 335.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

FANTASIA (Left)

The sparkling cheer of yellow daffodils in spring . . . Rose lovers are enthusiastic because of the "lift" they get from the bright golden yellow of the beautiful buds. Fantasia is outstanding for its display of spectacular bloom . . . usually in generous clusters. It boasts the loveliness of Modern Hybrid Teas plus the robustness of Floribundas. (Pat. 590.)

\$1.50 each; 3 for \$3.75;
12 for \$15.00

TAFFETA (Opposite Page, Bottom Right)

Taffeta was named for its tendency to change color as the flower develops. Predominantly a rich pink with salmon tones, changing to lovely shades of salmon and apricot at different times of the year. Semi-double and richly fragrant, it is a vigorous grower that will make your garden more beautiful. (Pat. 716.)

\$1.50 each; 3 for \$3.75;
12 for \$15.00

AVAILABLE ONLY IN

GLOAMING. An outstanding pink Rose with full form, glorious color and deep rich foliage. Noted for its exhibition qualities. Sturdy. For all its delicate loveliness and perfection of form, does not require pampering. Decidedly fragrant. Height 30 in. (Pat. 137.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

WAVES. Has all the fine qualities of its lovely parent, Dame Edith Helen, with infinitely greater charm. The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous in their Old Rose fragrance. 15 to 18-in. stems. 30 in. (Pat. 638.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Mrs. Miniver



Mandalay

© J. & P. CO.



© J. & P. CO.



Capistrano



© J. & P. CO.

MRS. MINIVER (Above)

This is the spectacular cardinal-red Rose known as Mrs. Miniver and long to be remembered as the grand prize-winner in the movie of the same name. All over the country, rosarians in test gardens say "the color cannot be forgotten," "extra good in fall," "most beautiful red I know." Enjoy the famous Mrs. Miniver Rose in your own garden. (Pat. 725.)

\$2.00 each; 3 for \$5.00;
12 for \$20.00

MANDALAY (Top of Page, Center)

Largest of all yellow Roses; flowers as big as 6 in. across . . . gigantic beauties! The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains undimmed throughout the life of the flower. The 40 petals are long and firm and of smooth texture. About 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease. (Pat. 775.)

\$2.00 each; 3 for \$5.00;
12 for \$20.00

CAPISTRANO (Right)

Another 1950 All-America Winner!

A rich shade of deep, glowing rose-pink that has the unique characteristic of retaining its color without fading throughout the life of the flower. Capistrano is very vigorous and makes large, sturdy plants, each bearing a generous display of large blooms on long, strong stems. Has 36 heavily textured petals, with an open flower full and generous in size. Added to its non-fading rose-pink color, Capistrano has a rich, pleasing fragrance. The bold, upright growth of the plants and the leathery green foliage make this a splendid grower. (P.A.F.)

\$2.50 each;
3 for \$6.25;
12 for \$25.00

Taffeta

Helpful Hint

The J. & P. Calendar for Spraying, Dusting & Fertilizing Roses will save you work. Ask for free copy.



© J. & P. CO.



TREE ROSES
See Back Cover

LIMITED QUANTITIES

CYNTHIA BROOKE. Exceptional coloring in a lovely range of pink and yellow. From the striking salmon-orange bud to the pinkish orange-buff-yellow of the mature bloom, Cynthia Brooke is constantly attractive. Presents an indescribable pastel harmony. (Pat. 551.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MIRANDY. Long, ovoid buds of a rich, warm red that brings unusual brilliance to bouquets and table arrangements. Blooms are large, very double (40 to 50 petals), maroon-red, freely borne. A seedling of the well-known Charlotte Armstrong and an All-America Rose. (Pat. 632.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

J. & P. Hybrid Teas... EXQUISITE BEAUTY FOR YOUR GARDEN!



© J. & P. CO.

Crimson Glory

A Helpful Hint

Regular protection of Roses with J. & P. Spray or Dust will give you bigger, healthier blooms. See details on order blank.



© J. & P. CO.

Prima Donna

CRIMSON GLORY (Left)

In survey after survey, Crimson Glory has repeatedly been one of the ten most popular Roses in America. It is so beautiful and at the same time so dependable that it deserves a place in every Rose garden. Beautifully formed blooms of deep, vivid crimson, held proudly on vigorous bushes. It will be one of your favorites. Its fascinating fragrance alone would make Crimson Glory an instant favorite. (Pat. 105.)

\$1.35 each; 3 for \$3.40; 12 for \$13.50

PRIMA DONNA (Left)

The stark rich color of salmon-pink clouds in an autumn sky at sunset. Glorious 5-in. blooms. The tall, sturdy plant grows luxuriantly, displaying remarkable vigor and resistance for such beauty of form and color. Countless buds unfold lazily from June to fall. The graceful pattern of unopened petals in the heart of the bloom is intense and rich. (Pat. 639.)

\$1.35 each; 3 for \$3.40; 12 for \$13.50

MARY MARGARET McBRIDE (Below, left)

Everyone wants this outstanding ever-blooming All-America Rose for its

loveliness and because it bears the name of the gracious "Mary Margaret." Large double blooms are high-centered and perfectly formed. Color is clear, deep coral-pink with shimmering gold at base of petals. (Pat. 537.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

McGREDY'S SUNSET (Above)

Large, exquisite, very fragrant, orange-yellow, tinted warm salmon-flame. Wins wholehearted admiration at every stage—as the long life of the flower progresses very slowly from the artistic bud to the full open flower of fine symmetrical petals. Tinted delicate orange and scarlet, the saffron blooms open in glorious grandeur. (Pat. 317.)

\$1.35 each; 3 for \$3.40; 12 for \$13.50

MISS AMERICA (Below)

A milk-and-honey Rose . . . delicate flesh tints touched lightly with soft tones of salmon and gold. Unusually full-petaled.

Miss America deserves a special place in any Rose garden because of its unique pastel coloring and its unusually large bloom. Very vigorous; disease-resistant foliage. 24 to 30 in. (Pat. 264.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.

**Miss America**

© J. & P. CO.

Mary Margaret McBride



©
J. & P.
CO.

Better
Times

**SPECIAL
GROUP
OFFER**

No. 60

1 Each of
These
Outstanding
Beauties

Mission Bells
Crimson Glory
McGredy's Sunset
Prima Donna
Miss America
Charlotte Armstrong

Value \$9.55

ONLY \$7.95
Save \$1.60



Mission Bells

BETTER TIMES (Above)

The "Indiana Redhead"—prized for length of stem, pointed buds, and all-round attractiveness as cut flowers. The most popular red Rose featured by florists today. Better Times Roses have brought happiness to millions of people everywhere. A grand cut flower, a hardy grower, a distinct addition to your garden. Fragrance pronounced and enchanting. Will grow anywhere in the United States. Upright growth, 24 in. Awarded Gold Medals at New York, Philadelphia, and St. Louis Flower Shows—and A.R.S. (Pat. 23.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ERNIE PYLE (Below)

Gloriously free flowering, remarkable for its profusion of warm rose-pink flowers of great size and unusually abundant fragrance. Particularly vigorous and bushy, it grows 2 to 2½ ft. (Pat. 673.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MISSION BELLS (Top, right corner)

Another 1950 All-America Winner!

An exceptionally beautiful shade of deep salmon-pink changing to a clear shrimp-

pink. The full blooms often measure up to 5 in. when open, and retain their brilliant color and fine form. Free branching; many long-pointed buds. (P.A.F.)

\$2.50 each; 3 for \$6.25; 12 for \$25.00

CHARLOTTE ARMSTRONG (Right)

Blood-red buds—magnificent flowers. Spectrum-red in cooler months, cerise in summer heat. The long-stemmed blooms produced in wondrous quantities are ideal for cutting. They open slowly with delicate grace and retain their beauty until the last petal drops. (Pat. 455.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Charlotte Armstrong

GREY PEARL (Below, right)

The sensational novelty introduced by J. & P. in 1945. Lavender-grey petals, shaded olive and tan. Perfectly formed flowers, double, 4 to 4½ in. across. No other Rose of this unusual color has ever been known before. (Pat. 680.)

\$2.50 each; 3 for \$6.25; 12 for \$25.00



World's Largest Rose Growers



Ernie Pyle

© J. & P. CO.



Grey Pearl

© J. & P. CO.

J. & P.*Hybrid Teas***ENCHANTMENT (Left)*****Widely Loved Because of Size and Color***

Outstanding for size and for its early display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of entrancing peach-pink color. They attain

6 in. across at maturity, with as many as 35 petals per flower!

It required years of careful breeding by experts to create this truly distinguished Rose for you. Never without flowers from June to late fall. The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage. (Pat. 737.) **\$2.00 each; 3 for \$5.00; 12 for \$20.00**

Enchantment

AVAILABLE ONLY IN LIMITED QUANTITIES

ETERNAL YOUTH. The clearest of pinks—a Rose of sparkle and beauty whose delightful fragrance and cheerful color make it outstanding among all pink Roses. It is instantly loved by all who see it. You will prize the lively, vibrant, intense pink tones of a Riviera sunset, in blooms that stand proudly erect on long, strong stems. Its perfect form embodies all the name typifies. Admirable for cutting; free-blooming, easy to grow. The plants are symmetrical, well-proportioned, and disease-resistant. (Pat. 332.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

FLAMBEAU. Bright as the glow of the flaming fagots for which this brilliant top-flight Rose is named, Flambeau is a vivid, vibrant, rich scarlet with shimmering velvet sheen on inside of petals. Exuberant in growth, most generous in bloom. Its natural grace is appealing in flower arrangements. Tall, 2½ to 3 ft., full bushes, hardy, very vigorous. (Pat. 374.) **\$1.50 each; 3 for \$3.75; 12 for \$15.00**

FORTY-NINER (Left, Below)

A noteworthy bicolor of brilliant rich contrast. The outside of the petals is dazzling chrome-yellow, sometimes overlaid with pink, changing to straw-yellow in the open bloom. This yellow color is most evident in the bud. The inside face of the petals is a vivid orient-red changing to cherry-red with age. These glowing colors draw attention and admiration at first glance. Long-pointed, delightfully formed buds. Pleasing fragrance. (Pat. 792.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

PEACE (Below) All-America Rose for 1946

One of the most popular Roses of the decade. The ovoid buds are golden yellow, etched with pink. As they open, they change from canary-yellow to pale gold to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5-in. blooms. As the flower matures, the petals roll gracefully outward to form a very double bloom, attractively cupped and with a high-centered golden heart. Individual petals are large, numbering from 40 to 45. (Pat. 591.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

JACKSON & PERKINS CO.*World's Largest Rose Growers***Forty-Niner****Peace**

© J. & P. CO.

PANORAMA (Right)

Loveliest of the pink and white bi-colors . . . each silken petal a glorious deep rose-pink outside, silvery buff with pink suffusion inside. A marvel of nature, an enticing Rose of unique contrast. Although frequently as much as 6 in. across, has a delicate quality because of the color variations.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

BRANDYWINE (Below, Right)

Here is a rugged plant and a delicate yellow Rose to make your garden glow with warm sunshine. Tall and strong and rugged as the patriots of old. Handsome large pointed buds, lovely for all kinds of bouquets. In a delightful shade of buff-yellow, the sleek buds open slowly and finish

\$1.50 each; 3 for \$3.75; 12 for \$15.00

PEDRALBES (Below, Left)

This delicately shaded Rose has been an outstanding surprise in our test gardens here in Newark the past two summers, as rosarian after rosarian paused to admire. A large white Rose often 5 in. across. Creamy before the full sleek bud unfolds, but becomes lighter and lighter until the finished flower has petals of pure white with a yellow center in the heart of the Rose. Delicate, airy fragrance. Generously borne in clusters of 4 or 5 buds on long, strong stems. Plant is spreading, about 30 in. high.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

TALLYHO (Below, Right)

A unique and unusually beautiful color. The inside of the petals is always a delightful shade of pink but varies considerably according to the season and in various parts of the country, while the outside of the petals is darker . . . ranging from crimson to cardinal-red. Although it is a bicolor, the contrast is not great but is rather a delicate and completely lovely blending of warm, widely loved colors. (Pat. 828.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

**SPECIAL
GROUP
OFFER**

No. 70

1 each of these 5
varieties illustrated on
these 2 pages

ENCHANTMENT
FORTY-NINER
BRANDYWINE

PEDRALBES
TALLYHO

Value \$9.00
Save \$1.50

Only **\$7.50**

**A HELPFUL
HINT**

Hybrid Tea
Roses are very
strong, vigorous
growers and
must be fed reg-
ularly to pro-
duce greatest
number of
blooms.

Pedralbes

© J. & P. CO.

© J. & P. CO.



Brandywine

Tallyho



Prized Remembrances

OLDER
FAVORITES
OF MANY
FINE GARDENS

Jackson & Perkins

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose lovers for years, these varieties still merit a place in any garden.

TESTED FOR YEARS

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut flowers can be obtained throughout the year from a planting of the Ever-Popular Dozen.

NOTICE

Our supply of some varieties may become exhausted. To avoid the possibility of disappointing you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.



K. A. Viktoria

President
Herbert
Hoover

Mrs. Pierre
S. du Pont



Etoile de
Hollande

President
Macia



McGredy's
Yellow



Poinsettia

YOUR OWN CHOICE

of any of the 17 varieties listed

\$1.00 ea.; 3 of one kind \$2.50
12 of one kind \$10.00

Guaranteed to
Live and Bloom

Condesa
de Sagtogo



JACKSON & PERKINS CO.
World's Largest Rose Growers

of Rosedom

Ever-Popular Dozen

Your Choice

ANY OF THE 17 VARIETIES LISTED
\$1.00 ea., 3 of one kind \$2.50
12 of one kind \$10.00

- ★CHRISTOPHER STONE. Velvety scarlet-crimson; Damask fragrance. Very popular; upright. Stands hot weather. Received high ratings by the American Rose Society and the National Rose Society of England.
- ★CONDESA DE SASTAGO. Two-toned coppery pink inside, golden tint outside.
- ★DUQUESA DE PENARANDA. Copper-apricot in summer, cinnamon-peach in fall. Long stems are excellent for cutting.
- ★ETOILE DE HOLLANDE. Bright red; large; loose; semi-double, fragrant. Vigorous. One of the most dependable and free-blooming of all the older Hybrid Teas.
- ★K. A. VIKTORIA. Exotic pure white blooms for contrast in bouquet or garden. Very strong, reliable grower. Widely planted because it is so easy to grow and so clear in its chaste white beauty.
- ★McGREDY'S YELLOW. Large, bright buttercup-yellow. Exquisite bud and flower. Probably the best known of all the excellent McGredy Roses. These soft yellow blooms are practically non-fading. High rating by American Rose Society.

- ★MRS. PIERRE S. DU PONT. Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.
- Mrs. Sam McGredy. Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy.
- ★NUMA FAY. Very full-petaled; light coral-pink, satiny and fragrant. Free blooming; fine for bedding.
- ★POINSETTIA. Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.
- ★PRESIDENT HERBERT HOOVER. Maroon and orange, two-tone. For years this has been the most popular of all the two-tone Roses. Vigorous; free-blooming. Fragrant.
- ★PRESIDENT MACIA. One of the finest pinks. Long, rich pink buds. 6-in. blooms; flesh, rich pink reverse.
- Radiance. Cameo-pink; large, intensely fragrant. Blooms all season, in all climates. Tall.
- Red Radiance. Very large; long-lasting; intensely fragrant; clear, even red. Tall.
- ★SOEUR THERESE. Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.
- Talisman. Golden yellow and copper; long-lasting. Free-blooming.
- The Doctor. Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across. Says the American Rose Annual, "One of the largest of all Roses, one of the most beautiful, and one of the sweetest."

(Items starred are illustrated)

All 12 Roses Illustrated
on these two pages
GROUP #80 \$10.00
(Value \$12.00)
You save \$2.00

All 4 Roses Illustrated
on this page
GROUP #90 \$3.35
(Value \$4.00)
You save 65c

All 8 Roses Illustrated
on opposite page
GROUP #100 \$6.70
(Value \$8.00)
You save \$1.30

10 Leading Roses
Illustrated on these two pages
(All Except Duquesa de Penaranda
and Condesa de Sastago)
GROUP #110 \$8.35
(Value \$10.00)
You Save \$1.65



Duquesa de Penaranda

Soeur Therese

Numa Fay



Christopher Stone



FAMOUS
J. & P.
Everblooming
Pinocchio
(Pat. 484)

*Clusters of Flowers . . .
Long-Lasting . . . Always in Bloom!*

Truly the all-purpose wonder of rosedom and, of course, a J. & P. introduction! Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony. Clusters of exquisite pointed buds open gradually to long-lasting Miniature Tea Roses, 1½ in. across.

Everblooming from June to Frost

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all kinds of weather. Each plant is a riot of color in June and then continues to bloom right up until frost.

Appealing Color—Artistic Sprays

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. They often keep from 8 to 10 days in the home. Unrivalled for boutonnieres

Many Uses—Continuous Display

In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds and borders. Bred to endure rigorous winters and to bloom abundantly from early June through the hot summer and fall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

JACKSON & PERKINS CO.
World's Largest Rose Growers

Yellow Pinocchio
P. R. R.
Now! Pinocchio in Apricot-Yellow!

Another thrilling Pinocchio with the same sturdy bush and great masses of bloom in an apricot-yellow color. The bush grows about 3 ft. tall and when at the peak of bloom is a rounded mound of yellow. The foliage is dark green, tough and very disease-resistant. This sturdy, healthy and free-flowering newest member of the Pinocchio family is a welcome addition to the Floribunda Roses, and is bound to become as popular as its far-famed parent.

Color . . . apricot-yellow to yellow; touch of red on outside petals.

Flower . . . 3 in., fully double, long-lasting.

Bush . . . 3 ft. high, rounded mass effect; very vigorous and healthy.

Bloom . . . very free, in clusters and singly, always in bloom.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Floribundas

... Easiest
of All Roses
to Grow!

© J. & P. CO.

THE PINOCCHIO ROSES ON THESE PAGES

The vigorous, everblooming characteristics of the world-famous Pinocchio have been bred into these Floribundas. No other Roses will give you as much bloom as the Pinocchio family illustrated on these 2 pages. For hundreds of flowers from June to frost, use groups of the Pinocchio family freely. The Pinocchio Family Collection gives you a complete assortment of these outstanding J. & P. Roses.



MARIONETTE (Above)

Amazing White . . . As Good As Pinocchio

Thousands who prefer white Floribundas for mass plantings choose Marionette. All that is said of Pinocchio can be said of Marionette except for its color. Marionette is a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush. There is added interest in the unfolding of the fully double flowers, about 1½ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Unbelievable clusters are produced continuously all during the season. (Pat. 569.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

**SPECIAL
GROUP
OFFER**

No. 120

PINOCCHIO FAMILY COLLECTION

1 each of these amazing Floribundas

- 1 PINOCCHIO
- 1 YELLOW PINOCCHIO
- 1 LAVENDER PINOCCHIO
- 1 RED PINOCCHIO
- 1 MARIONETTE

Value \$7.50
Save \$1.25

Only . . . **\$6.25**

A Helpful Hint

Plant Floribundas in groups of 3 of 1 kind for the most dramatic color effect. A solid mass of one color is more striking than an assortment of many colors.

Imagine . . . LAVENDER Pinocchio! (Above)

An entirely new color in Roses! A true clean lavender enriched by a mass of golden yellow stamens. This lovely color changes at various stages.

The masses of tight buds are warm chocolate-brown overlaid by dusty pink. As the buds open, this dusty pink is followed by smoky pink-lavender. Each petal is delightfully frilled and has a clean delicate lavender border. Outer petals are darker than those in the heart of the bloom but when at last the flower is wide open, the colors soften to dainty silver-lavender with faint suggestions of rosy pink. The bright yellow stamens make a lovely contrast at this stage. Delightful oriental fragrance. (P.A.F.)

\$2.00 each; 3 for \$5.00; 12 for \$20.00; 25 for \$37.50

Red Pinocchio

(Right) (Pat. 812)

Combines the best qualities of two of our most popular Floribundas, Pinocchio and Donald Prior. The 3½-in. delightfully fragrant Roses are borne in large, long-lasting, unfading clusters, with individual blooms scattered between the mass flowerings. Color a rich dancing carmine, which deepens and acquires a velvety cast as buds open fully. Finishes with the same lovely cup-shaped bloom as Pinocchio but in a rich scarlet color. The buds are attractive deep satiny carmine on the inside . . . all a lovely picture. The bushy, upright plant is broad and vigorous, exceptionally free-flowering on long heavy shoots. A fitting companion for the very popular parents; will quickly win its way into your heart.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



© J. & P. CO.



Donald Prior

© J. & P. CO.

PERMANENT WAVE (Below)

**Did You Ever See a Rose with
"Fluted" Petals Like These?**

Fascinating rare color and dancing fluted blooms! Outside of petals a rare cochineal-red, with the inside a shade lighter. The unusual wavy petals show a delightful irregular effect, even in the bud stage, with the fluting more and more pronounced as the flowers open.

Frequently as many as 15 blossoms gradually opening on the same stem. The endless display of color and the pleasing irregular effect of the unusual form have won for Permanent Wave a special place in the hearts of all who grow it. Clusters stand up well, staying crisp and fresh in all kinds of weather. (Pat. 107.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Permanent Wave

© J. & P. CO.



CONTINUOUS MASSES OF

IDEAL FOR GROUP PLANTINGS!

DONALD PRIOR (Left)

Rich Red Clusters All Season

Depend upon this Floribunda for dramatic color display. Its rugged growth and vivid color make a strong accent in the garden. Plant is aglow with blooms all season; through June, July, August and September its unflagging display of color is amazing. Produces immense clusters of deep red flowers and also has a most gratifying habit of sending out individual flowers all over the bush. This gives the mass color effect more depth and new interest. Airy delicate fragrance, like Damask perfume.

Striking with Other Floribundas

Plant grows to a height of 30 to 36 in., with strong, dark green foliage. Effective planted at base of Blaze or Climbing Summer Snow. Also in borders, beds, hedges, etc. Needs no special care or favored location to produce generous blooms. (Pat. 377.)

Color. . . . sparkling red like rare wine.

Blooms. . . 8-petaled, about 3 in. across, blooms frequently. Does not burn in sun.

Plant. . . 30 to 36 in. tall. Plentiful, tough foliage. Splendid in masses or hedges.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

Rochester



© J. & P. CO.

ROCHESTER (Above)

Clusters of rich creamy blooms flushed pink. Miniature Hybrid Teas, in masses, with many dark pink buds developing into perfect blooms of cream and yellow. Medium large and double. Very free blooming all season. Rochester is remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit that make Floribundas so perfect for mass plantings. (Pat. 131.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00;
25 for \$28.15

Pink Bountiful

**PINK BOUNTIFUL (Above)**

You will prize this lusty Floribunda in your garden for its soft pink flowers with their dawn-like glow. Large and delicate, but lasting bloom clusters provide a fresh and profuse mass of color all summer long. When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. Because of this, Pink Bountiful will go equally well in your

JACKSON & PERKINS CO.

COLOR!

**SPECIAL
GROUP
OFFER**
No. 130
**ONE EACH OF THE SIX
ILLUSTRATED ON THESE PAGES**

 Donald Prior
Permanent Wave
Rochester

 Pink Bountiful
Geranium Red
World's Fair

Value \$8.00

Save \$1.30

 Only **\$6.70**

© J. & P. CO.

GERANIUM RED (Right)

Most Fragrant of all Floribundas!

Imagine a Rose the color of a red geranium! That even looks like a geranium and has the same spicy fragrance of a geranium! The 4-in., camellia-like flowers of vivid spectrum-red border on the scarlet of the old-fashioned geranium. Heavily scented with the sweet heady fragrance of rose-geranium, it will brighten your garden or your home with its freshness. When the buds first appear, they are a dark ox-blood red, completely winning your heart as they open slowly, and the tumbled pattern of inner petals shows a brighter color in lovely contrast to the dark buds. (Pat. 811.)

Very unusual... combines the color and fragrance of an old-fashioned geranium.

Vigorous.... blooms in clusters and individually on long stems.

Color... vivid spectrum-red bordering on geranium-scarlet.

Fragrance... has a very strong scent of rose-geranium.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

Geranium Red

© J. & P. CO.


TREE ROSES
See Back Cover

WORLD'S FAIR (Right)

Official Rose of the great New York World's Fair, this peerless beauty will continue to be one of the most outstanding Floribundas for many years. Clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. Large, double flowers are exceptionally hardy. Will make a continuous display of color from late spring until frost stops the performance. Bushy plants seem to hide themselves under the clusters of blackish scarlet blooms. An ideal plant to make your garden and grounds the envy of your friends... a source of pride for you and your family. (Pat. 362.)

Prolific... continuous display, spring to frost. Generous, full clusters.

Size.... blooms 4 in. across; 20 petals.

Vigorous... bushy; about 30 in. high.

Fragrance... lightly fresh.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45


World's Fair

© J. & P. CO.

**SPECIAL
GROUP
OFFER**
No. 140

THE RAINBOW GROUP

 1 Goldilocks (P. 5)
1 Holiday (P. 5)
1 Pink Bountiful
1 Donald Prior
1 Summer Snow (P. 25)

Value \$6.75

Save \$1.10

 Only **\$5.65**

Rose beds or in mass plantings. Its profusion of season-long bloom, delightful color and fragrance make it unusual and effective in any location. The ovoid buds are tinted deep reddish pink and unfold demurely into flowers with a buff salmon-pink heart flushing into a deeper pink at the outer petals. Nutty fragrance. (Pat. 601.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45
World's Largest Rose Growers

Always in Bloom!

**HAVE
Beautiful Color
IN YOUR GARDEN
ALL SEASON LONG
with These Floribundas!**

BETTY PRIOR (Left)

Most Persistent Bloomer of All

Unusually tall and free-flowering; delicate pink color. In June, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, resembling red dogwood, never fail to keep color and attract interest. The buds are lively red, opening shell-pink, having 5 dogwood-like petals in shape, size and color. The healthy, vigorous plants are sturdy yet delicate in appearance and bountiful with their blooms.

Extra Large Plants Bloom Continuously

In beds, borders, hedges, groups and large plantings, Betty Prior gives gorgeous mass color effects and many cut flowers throughout the year. Tallest of all Floribundas, excellent for the background of a Rose garden or perennial border. An established plant in a sheltered position will go up as tall as 4 ft. or more. Unequaled for colorful, informal hedges and for roadside plantings. (Pat. 340.)

Color... buds lively red, open shell-pink.

Flowers resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Plants .3 to 3½ ft., full, abundantly branched.

**\$1.25 each; 3 for \$3.15;
12 for \$12.50;
25 for \$23.45**

**SPECIAL
GROUP
OFFER**

No. 150

2 Betty Prior... Pink

1 Chatter... Red

2 Summer Snow... White

1 Fashion... Coral-gold

Page 2

Value \$8.25

Save \$1.35

Only \$6.90

BETTY PRIOR FLORIBUNDA...

Notice the unusual profusion of bloom and the gay sparkling colors in this mass of Betty Prior Floribundas. This particular Rose will become 4 or 5 ft. tall if planted in a protected place in rich soil. Use it freely for striking color effect.

CHATTER (Right)

Famous for Remarkable, Long-Lasting Crimson Clusters!

The enormous bright crimson flower clusters on Chatter last two and sometimes even three weeks. Unsurpassed for garden color; ever-beautiful! Each bud in the cluster opens very slowly... and the mature blooms stay an unfading crimson for several days. As one flower finishes, new buds open to take its place.

Blooms Last 2 or 3 Weeks

Each generous 7 to 8-in. cluster sparkles in your garden as a mass of bright crimson for two or three weeks. The many clusters produced on even a single plant give you a continuous display of dancing crimson from June to October.

Here's What Customers Say...

Customers write us that Chatter is unequalled for masses of color; that the 2½ to 3-in. flowers with their velvety petals are a constant delight on rugged, disease-resistant, 18-in. plants. You will get more color in your garden from a few plants of Chatter than from any other flower we know of. Plant it freely in beds and borders where you want a dependable, fool-proof color mass. (Pat. 739.)

**\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45**

**CHATTER IS UNEQUALED
FOR CONTINUOUS COLOR**

The bright clusters of Chatter are so persistent... so completely everblooming that they are NEVER without color from June until frost.

JACKSON & PERKINS CO.

World's Largest Rose Growers

Here Are Your Order Blanks



INDEX TO THIS CATALOG

Hybrid Teas
pages 2 to 19

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Other Perennials
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Please Read Following When You Order

SHIPPING DATES

We will send your order at the proper time for planting in your locality. It is not necessary for you to specify a shipping date.

HOW TO REMIT

The best way to send payment is by check, U. S. Postal Notes or by Post Office or Express Money Order. Do not send stamps or cash because we cannot assume any responsibility unless sent by registered mail.

ITEMS NOT LISTED

Any variety of Roses, Perennials or other material which is not listed on the order blank or in the catalog is unavailable for the current season. Plants not listed will be in our future catalogs when available.

•

Please do not ask us to change this order once you mail it to us. We handle thousands of orders within a very short season, and it is impractical to locate individual orders for changes. We want to accommodate our customers but it is impossible to find any particular order quickly during the shipping season.

S-50 Jackson & Perkins Co. X
World's Largest Rose Growers · NEWARK, NEW YORK STATE

Name _____ Date _____

Print clearly. All members of same household should order under one name.

Street (or R.D.) _____

City _____ Zone No. _____ State _____

Express Office _____
(If different from P. O.)

SPECIAL SERVICE—As urged by customers, we shall send another variety of same color and quality, should we be out of one you order. If you do NOT wish this, please mark "X" at right and a refund check will be sent instead ☐

Amount Enclosed

§ _____

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Order Early

Send remittance in full with your order. We do not ship C.O.D.

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TOTAL AMOUNT FOR THIS PAGE \$

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CLEMATIS				PERENNIALS				DWARF PEARS						
Quan.		Each	3 For	Total	Quan.		Each	3 For	Total	Quan.		Each	3 For	Total
	Jackmani.....	\$1.25	\$3.25			Charles Curtis.....	\$0.75	\$2.00			Dwarf Pear, Bartlett.....	\$3.00	\$8.25	
	Lanuginosa Candida.....	1.25	3.25			Count Zeppelin.....	.60	1.60			Dwarf Pear, Gorham.....	3.00	8.25	
	Red Jackmani, Rubra.....	1.50	4.00			E. I. Farrington.....	.50	1.35			Dwarf Pear, Seckel.....	3.00	8.25	
	Silver Lace Vine.....	.60	1.50			Miss Lingard.....	.60	1.60						
	Group #170.....	\$3.35				Rose Supreme.....	.75	2.00						
						Salmon Beauty.....	.60	1.60						
						San Antonio.....	.65	1.75						
						Primula, Cream.....	.85	2.25						
						Veris Colossus.....	.75	2.00						
						White.....	.85	2.25						
						Yellow.....	.85	2.25						
						Polygonum, Rey.....	.55	1.50						
						Poppy, Salmon Glow.....	.85	2.25						
						Rudbeckia, The King.....	.75	2.00						
						Sedum, Brilliant.....	.60	1.60						
						Shasta Daisy, Esther Reed.....	.75	2.00						
						Stokesia, Lavender Queen.....	.85	2.25						
						Tritoma, Galpini.....	.75	2.00						
						Robin Hood.....	1.00	2.50						
						Veronica, Crater Lake Blue.....	.75	2.00						
						Subsessilis White.....	1.25	3.15						
						Subsessilis Blue.....	1.00	2.50						
						Vinca Minor..... 10 for \$3.00		1.00						
						Viola, John Walmark.....	.85	2.25						
						Purple Heart.....	.75	2.00						
						Yellow Vixen.....	.75	2.00						
						Violet, Double Russian.....	.75	2.00						
						Rosina.....	.75	2.00						
						Royal Robe.....	.65	1.75						
						White Wonder.....	.65	1.75						
						Group #190.....	\$6.80							
						Group #200.....	4.35							
						Group #210.....	5.50							
						Group #220.....	5.65							
						Group #230.....	3.35							
						Group #240.....	1.90							
						Group #250.....	2.30							
						Group #260.....	5.40							
						Group #270.....	3.20							
						Group #280.....	2.40							
						Group #300.....	9.20							
						Group #310.....	3.90							
						Group #320.....	8.30							
						Group #360.....	4.35							
						Group #370.....	3.65							
						Group #380.....	3.95							
						Group #390.....	2.20							
						Group #400.....	5.35							
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S-50

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Amount Enclosed

\$ _____

Check ☐ Money Order ☐*Do not write in above space***Order Early**

Send remittance in full with your order. We do not ship C. O. D.

Quan.	HYBRID TEAS	Each	3 For	Total	Quan.	HYBRID TEAS	Each	3 For	Total	Quan.	FLORIBUNDAS	Each	3 For	Total				
	Better Times	\$1.50	\$3.75			Group #10	\$11.70				Betty Prior	\$1.25	\$3.15					
	Brandywine	1.50	3.75			Group #20	11.25				Chatter	1.25	3.15					
	Capistrano	2.50	6.25			Group #30	7.90				Donald Prior	1.25	3.15					
	Charlotte Armstrong	1.50	3.75			Group #40	5.65				Fashion	2.00	5.00					
	Countess Vandal	1.35	3.40			Group #50	13.50				Geranium Red	1.50	3.75					
	Crimson Glory	1.35	3.40			Group #60	7.95				Goldilocks	1.50	3.75					
	Cynthia Brooke	1.50	3.75			Group #70	7.50				Holiday	1.50	3.75					
	Diamond Jubilee	2.00	5.00		COMMON ROSES						Lavender Pinocchio	2.00	5.00					
	Dicksons Red	1.35	3.40			Christopher Stone	\$1.00	\$2.50			Marionette	1.25	3.15					
	Eclipse	1.35	3.40			Condesa de Sastago	1.00	2.50			Masquerade	2.00	5.00					
	Elinor Le Grice	2.00	5.00			Duquesa de Penaranda	1.00	2.50			Permanent Wave	1.25	3.15					
	Enchantment	2.00	5.00			Etoile de Hollande	1.00	2.50			Pink Bountiful	1.25	3.15					
	Ernie Pyle	1.50	3.75			K. A. Viktoria	1.00	2.50			Pinocchio	1.25	3.15					
	Eternal Youth	1.50	3.75			McGredy's Yellow	1.00	2.50			Red Pinocchio	1.50	3.75					
	Fantasia	1.50	3.75			Mrs. P. S. duPont	1.00	2.50			Rochester	1.50	3.75					
	Flambeau	1.50	3.75			Mrs. Sam McGredy	1.00	2.50			Rose Elfe	1.25	3.15					
	Forty-niner	2.00	5.00			Numa Fay	1.00	2.50			Snowbank	1.25	3.15					
	Gloaming	1.50	3.75			Poinsettia	1.00	2.50			Summer Snow	1.25	3.15					
	Greer Garson	1.50	3.75			Pres. H. Hoover	1.00	2.50			World's Fair	1.25	3.15					
	Grey Pearl	2.50	6.25			Pres. Macia	1.00	2.50			Yellow Pinocchio	1.50	3.75					
	Hector Deane	1.35	3.40			Radiance	1.00	2.50			Group #120	\$6.25						
	K. T. Marshall	1.35	3.40			Red Radiance	1.00	2.50			Group #130	6.70						
	Mandalay	2.00	5.00			Soeur Therese	1.00	2.50			Group #140	5.65						
	M. M. McBride	1.50	3.75			Talisman	1.00	2.50			Group #150	6.90						
	McGredy's Sunset	1.35	3.40			The Doctor	1.00	2.50		Quan.	TREE ROSES	Each	2 For	Total				
	Mme. Marie Curie	1.50	3.75			Group # 80	\$10.00								Blaze	\$5.00	\$9.50	
	Mirandy	1.50	3.75			Group # 90	3.35								Crimson Glory	5.00	9.50	
	Miss America	1.50	3.75			Group #100	6.70								Diamond Jubilee	5.00	9.50	
	Mission Bells	2.50	6.25			Group #110	8.35								Dicksons Red	5.00	9.50	
	Mrs. Miniver	2.00	5.00		CLIMBERS										Eclipse	5.00	9.50	
	Neige Parfum	1.50	3.75			Aloha	\$2.75	\$6.90							Fantasia	5.00	9.50	
	New Yorker	2.00	5.00			Blaze	1.50	3.75							Fashion	5.00	9.50	
	Panorama	1.50	3.75			Clbg. Crimson Glory	2.00	5.00							Goldilocks	5.00	9.50	
	Peace	2.00	5.00			Clbg. Summer Snow	1.50	3.75							Neige Parfum	5.00	9.50	
	Pedralbes	1.50	3.75			Clbg. Dr. J. H. Nicolas	1.50	3.75							New Yorker	5.00	9.50	
	Prima Donna	1.35	3.40			Doublons	1.50	3.75							Pinocchio	5.00	9.50	
	Rex Anderson	1.50	3.75			June Morn	1.50	3.75		Prima Donna	5.00	9.50						
	Rome Glory	1.35	3.40			King Midas	1.50	3.75		Rubaiyat	5.00	9.50						
	Rubaiyat	1.50	3.75			Mercedes Gallard	1.50	3.75		Saturnia	5.00	9.50						
	San Fernando	2.00	5.00			New Dawn	1.50	3.75		OTHER VARIETIES								
	Saturnia	1.50	3.75			Paul's Scarlet	1.00	2.50										
	Serenade	2.00	5.00			Group #160	\$7.30											
	Signora	1.35	3.40		ROSES FOR SPECIAL PURPOSES													
	Sonata	1.35	3.40			Frau Karl Druschki	\$1.00	\$2.50										
	Sunset Glory	1.50	3.75			Rosa Rouletti85	2.25										
	Taffeta	1.50	3.75			Oakington Ruby	1.00	2.50										
	Tallyho	2.00	5.00			Wichuraiana	1.00	2.50										
	Valliant	2.00	5.00			Rosa Hugonis	1.00	2.50										
	WAVES	1.50	3.75			Group #180	\$6.15											
	White Briarcliff	1.35	3.40							TOTAL AMOUNT FOR THIS PAGE \$								
	Zulu Queen	2.00	5.00															
TOTAL		\$			TOTAL		\$											

CONTINUED ON NEXT PAGE ➡➡➡

CLEMATIS				PERENNIALS				DWARF PEARS							
Quan.		Each	3 For	Total	Quan.		Each	3 For	Total	Quan.		Each	3 For	Total	
	Jackmani	\$1.25	\$3.25			Charles Curtis	\$0.75	\$2.00			Dwarf Pear, Bartlett	\$3.00	\$8.25		
	Lanuginosa Candida	1.25	3.25			Count Zeppelin	.60	1.60			Dwarf Pear, Gorham	3.00	8.25		
	Red Jackmani, Rubra	1.50	4.00			E. I. Farrington	.50	1.25			Dwarf Pear, Seckel	3.00	8.25		
	Silver Lace Vine	.60	1.50			Miss Lingard	.60	1.60			CHESTNUTS				
	Group #170	\$3.35				Rose Supreme	.75	2.00			Chinese Chestnuts	\$2.75	\$7.40		
						Salmon Beauty	.60	1.60			MAGNOLIAS				
						San Antonio	.65	1.75			Magnolia, Soulangeana	\$3.50	\$8.75		
						Primula, Cream	.85	2.25			SPRAY-DUST FOOD				
						Veris Colossus	.75	2.00			J. & P. Rose Spray				
						White	.85	2.25			J. & P. Rose Dust				
						Yellow	.85	2.25			J. & P. Rose Food				
						Polygonum, Rey	.55	1.50			J. & P. LUXURY LAWN SEED				
						Poppy, Salmon Glow	.85	2.25			Sunny Mixture				
						Rudbeckia, The King	.75	2.00			Shady Mixture				
						Sedum, Brilliant	.60	1.60			Bent Grass				
						Shasta Daisy, Esther Reed	.75	2.00			Clover				
						Stokesia, Lavender Queen	.85	2.25			ACCESSORIES				
						Tritoma, Galpini	.75	2.00			Han-D Sprayer	\$3.25			
						Robin Hood	1.00	2.50			De Luxe Garden Sprayer	9.49			
						Veronica, Crater Lake Blue	.75	2.00			Watering Tool	3.15			
						Subsessilis White	1.25	3.15			Soil Soaker	2.10			
						Subsessilis Blue	1.00	2.50			Flower Cutter-Holder	3.50			
						Vinca Minor	10 for \$3.00	1.00			Needle Holder-A	1.00			
						Viola, John Walmark	.85	2.25			Needle Holder-B	1.50			
						Purple Heart	.75	2.00			Pruning Shears	2.00			
						Yellow Vixen	.75	2.00			Garden Duster	1.75			
						Violet, Double Russian	.75	2.00			Continuous Sprayer	2.49			
						Rosina	.75	2.00			Superbilt Sprayer	4.15			
						Royal Robe	.65	1.75			Flower Arrangement Kit	7.95			
						White Wonder	.65	1.75			Costume Jewelry Flower Holder	1.50			
						Group #190	\$6.80				BOOKS				
						Group #200	4.35				Roses for Every Garden	\$3.50			
						Group #210	5.50				Flower Arrangements	2.75			
						Group #220	5.65				Enjoy House Plants	3.00			
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						Group #240	1.90				The African Violet	2.75			
						Group #250	2.30				Perennials Preferred	3.00			
						Group #260	5.40				Greenhouse Gardening	4.00			
						Group #270	3.20				Total for this page \$				
						Group #280	2.40				Total from other side \$				
						Group #300	9.20				Shipping and Handling \$.25				
						Group #310	3.90				TOTAL ENCLOSED \$				
						Group #320	8.30								
						Group #360	4.35								
						Group #370	3.85								
						Group #380	3.95								
						Group #390	2.20								
						Group #400	5.35								
						FLOWERING SHRUBS									
						Buddleia, Charming	\$0.75	\$2.00							
						Ile de France	.75	2.00							
						Royal Red	.85	2.25							
						White Bouquet	.85	2.25							
						Group #330	\$3.00								
						Lilac, Wine-red	2.50	6.25							
						Soft lilac	2.50	6.25							
						Blue	2.50	6.25							
						Reddish purple	2.50	6.25							
						White	2.50	6.25							
						Pinkish lilac	2.50	6.25							
						Group #340	\$12.50								
TOTAL				\$	TOTAL				\$						

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About the Author

Dr. R. C. Allen is Secretary-Editor of the American Rose Society. He received his A.B. at Massachusetts State College and Ph.D. at Cornell University where he later taught in the Department of Floriculture and was Supervisor of The Rose Test Gardens. He is Chairman of Horticulture for the National Council of State Garden Clubs, Inc.

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It's Easy To Control Rose Pests

Takes only a few minutes each week

Blackspot, Aphids and other Common Pests controlled by this ALL-IN-ONE pesticide

EXCLUSIVE J. & P. FORMULA



With the help of these new products
Anyone Can Grow
PERFECT ROSES

J. & P. ROSE SPRAY

Now you can control the three most common rose enemies without using three different materials! This new all-purpose exclusive J. & P. Rose Spray provides all the safeguards your roses need in one simple, easy-to-apply solution. Controls blackspot, mildew, aphids and other common rose ills. Also a deterrent to Japanese beetles and rose chaffer.

Enjoy Your Roses More

No other pesticide contains this exclusive J. & P. formula all in one solution. Naturally we want you to enjoy your roses to the fullest degree... Our Research Department found this to be the best possible material to help you in keeping your roses clean and healthy. Just mix with water and apply.

4 ozs.	Treats 24 plants for a whole season	\$1.50
1 lb.	Treats 100 plants for a whole season	4.75
5 lbs.	Treats 500 plants for a whole season	16.00

(Shipped to you postage prepaid)

Special J. & P. Formula Copper "quin" added

Here's our answer to the garden pest problem! In growing millions of rose bushes, we must have a dependable means of controlling insects and plant diseases. This material is our answer in the development of an all-purpose rose pesticide. Contains Ferimate, Aerosol Grade D.D.T., Sulphur, Rotenone, and Cube Root.

Also

J. & P. ROSE DUST

The ideal material for those who prefer a pesticide in dry, powder form. No mixing; no solutions. Simply dust your roses lightly within 24 hours after every rain, or every 10 days in dry weather. This amazing, new preparation will keep the bushes clean and healthy throughout the entire season. Chewing insects, sucking insects and plant diseases need no longer bother you. Also a deterrent to Japanese beetles.

1 lb.	Treats 6 plants for a whole season	\$1.25
4 lbs.	Treats 24 plants for a whole season	4.50
24 lbs.	Treats 150 plants for a whole season	22.50

(1 and 4 lbs. shipped postage prepaid)

Developed By Our Research Department

The exclusive, scientifically tested J. & P. products shown here have been especially developed by our nationally famous Research Department to help you in having more beautiful roses with an absolute minimum of effort or expense on your part. These products are equally helpful for other garden flowers. Use the same as directed for roses and your entire garden can be perfect.

"Handy Garden" Packet J. & P. Rose Spray

Contains just enough spray material to make one gallon of solution. Simply mix with water and apply. Accurately pre-measured, no fuss—no measuring—economical and efficient. Covers 24 roses for one application.

Ordered alone, minimum three packets 69 cts.
Single packet 25 cts. if ordered with other merchandise

FOR MORE BEAUTIFUL ROSES USE J. & P. ROSE FOOD

Happy, healthy roses require a liberal supply of the right fertilizer. J. & P. Rose Food is RIGHT in every way. Partially inorganic... it is a quick stimulant and also provides slowly available nourishment. A small quantity will accomplish wonders... very economical and no danger of overfeeding. Two tablespoonfuls per plant 3 times each season.



5 lbs.	Feeds 24 plants for a season (add 15c west of Mississippi)	\$1.25
10 lbs.	Feeds 48 plants for a season (add 25c west of Mississippi)	2.15
(Above sizes shipped prepaid)		
25 lbs.	Feeds 150 plants for a season	3.50
100 lbs.	Use freely for the entire garden	9.60

(25 and 100 lbs. shipped Express collect)

J. & P. "QUICK SHOT" A Plant Stimulant

One package makes two gallons liquid plant stimulant. Recommended especially for quick pick-up action on plants that are lagging, off-color, or on which quick growth and better quality is desired. Acts in four or five days. Also good for house plants.

Single packet 25c. if ordered with other merchandise.
Ordered alone, minimum three packets for 69c.



DELUXE TANK SPRAYER

EASY TO OPERATE...

LIGHT IN WEIGHT...

2-GALLON CAPACITY...

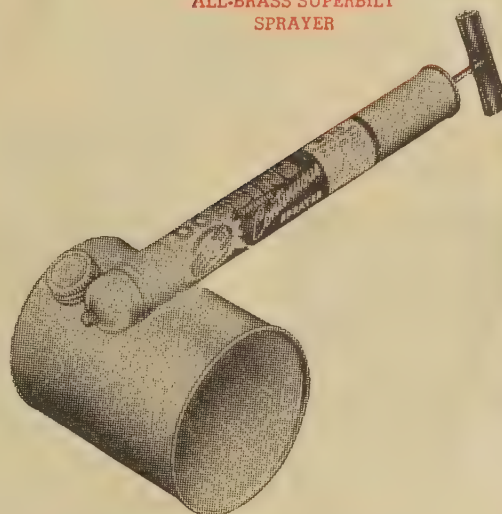
At last a new high-pressure tank-type sprayer of high quality and reasonable price! The durable streamlined tank of galvanized steel holds 2 gallons of solution. Equally suitable for those who have small or large gardens. Operates on a pressure principle whereby the pressure is built up by pumping and spray is released by merely touching handle. Ideal for women gardeners because of its light weight and simplicity of operation. Comes equipped with 3-foot extension hose, brass automatic shut-off lock. Easily adjusted for fine or coarse sprays or solid streams.

\$9.49 each

(Shipped Prepaid, ready to use)



ALL-BRASS SUPERBILT SPRAYER



2-QT. CONTINUOUS SPRAYER

Inexpensive, yet has many features found only in larger and more expensive sprayers. Tank and pump are of heavy 26-gauge galvanized steel; pump rod is of extra thickness and weight. Easy to use. Slight pressure on the handle produces a continuous spray, which is atomized by a patented whirl-spray brass nozzle. A new style, easy-working air valve makes operation smooth. Shipped complete, all ready to use.

\$2.49 each

Postpaid

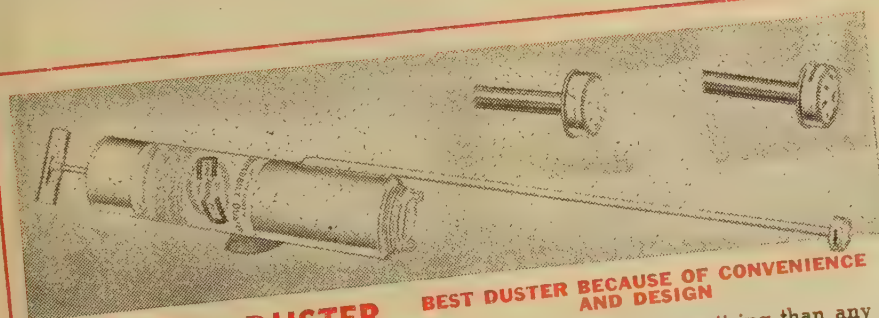


HAN-D SPRAYER

Ideal for the small garden. All metal top, sturdy rubber hose and all brass spray rod and nozzle are built to last. Glass jar holds a quart of solution in full view. Easy to use, yet very sturdy and economical. Simply pump with one hand while you direct the spray nozzle under and behind your rose plants... enveloping all the foliage in a mist of spray solution. The specially designed deflector nozzle delivers a thorough fan-shaped soaking spray for complete coverage.

\$3.25 each

(Postpaid, ready to use)



GARDEN DUSTER

BEST DUSTER BECAUSE OF CONVENIENCE AND DESIGN

You'll find this duster easy to use, more thorough and less tiring than any other on the market. Convenient, too, because you can leave the duster filled and ready for immediate use... simply pick it up and use it whenever necessary. No mixing, no solution. The Garden Duster provides a positive, uniform discharge of dust with every forward movement of the plunger. The total length is 36 inches, making it easy for you to apply a thorough film of dust to all parts of the garden without stooping, leaning or stepping into a rose bed. The valve on the end of the discharge tube has a 2-way dust cap. Can be instantly changed so that it will blow the dust out in front for over-leaf dusting or so that an open slit in the side makes it convenient for under-leaf dusting.

(Postpaid, ready to use) **\$1.75 each**

All-Brass Superbilt Sprayer

(Illustrated Top, Center)

This new SUPERBILT continuous type sprayer will last you a lifetime! Of solid brass construction, but still very light weight, it will not rust, corrode, or wear out. To operate, merely give two or three easy strokes on the handle and a fine continuous spray will cover your plants thoroughly. No longer will you have to worry about clogging and sticking; this sprayer has a smooth, easy action, which assures you years of dependable service.

Postpaid, Only

\$4.15 each



FLOWER CUTTER-HOLDER

No more torn stockings or scratched arms!

No longer need you stoop or reach, be scratched by thorns or have your clothing become tangled in the foliage. With just one hand and one motion you can easily reach the hard-to-get blooms. Simply squeeze the handle and this marvelous cutter-holder will cut the bloom and then hold it so that you can bring it unbruised to a basket or to your other hand. Aluminum, weighs only 5 oz. 18 in. long.

\$3.50 each



Costume Jewelry Flower Holder



A beautiful gold-metal pin that actually holds live flowers in water. Keeps them fresh for hours . . . yet can't spill or leak on your clothes. Safety-catch and highly polished gold finish make this a useful piece of costume jewelry . . . adding a live flower right in water makes it an unusual, striking decoration for suit, blouse, dress or coat.

\$1.50 each

J. & P. WATERING TOOL . . . Works Like Magic

The perfect way to water roses! Easy to use!



Weights only one-half pound

Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flower beds, to soak deep around roots. No splashing. Does not wash top soil nor uncover roots. This Tool will easily deliver a generous flow of water to any part of the garden. Excellent for small gardens where space is limited or for large ones where it ordinarily takes a long time to water thoroughly.

Postpaid **\$3.50 each**

SOIL SOAKER



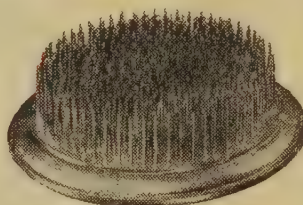
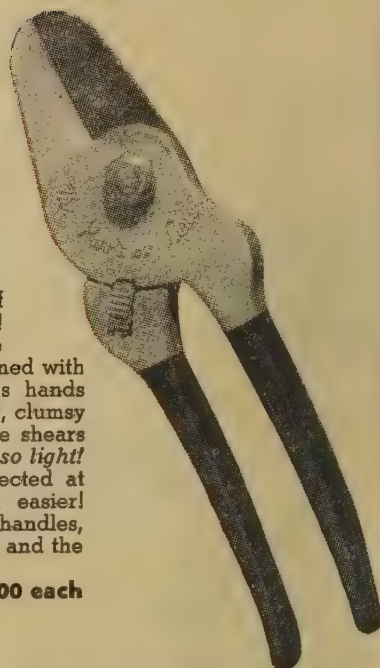
Like all-night rain, the water seeps through the pores of the treated, mildew-resistant, self-cleaning canvas hose over its entire 12-ft. length—no spray, no wash, no waste, no wetting leaves of plants. Connect to hose, turn on water, let it go. Fine for lawns, too. The slow seepage of water permits deep, thorough watering over a large area.

Postpaid **\$2.10 each**

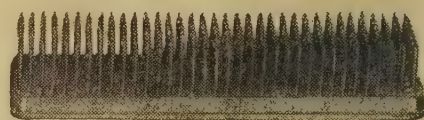
Strong—Efficient Yet Light as a Feather!

Small enough to fit into the palm of your hand, and "light as a feather"! These petite shears will certainly take the women's fancy because they were designed with them in mind. Snuggles into women's hands comfortably—there's no awkward, heavy, clumsy feeling! Flower arrangers treasure these shears because they are *so easy to use and so light!* Every one of the many features is directed at making woman's work in the garden easier! Sensational features are comfort grip handles, the snap opener on *top of the shears*, and the narrow nose for "in-close" pruning.

\$2.00 each



Style B—3" diameter



Style A—5" long

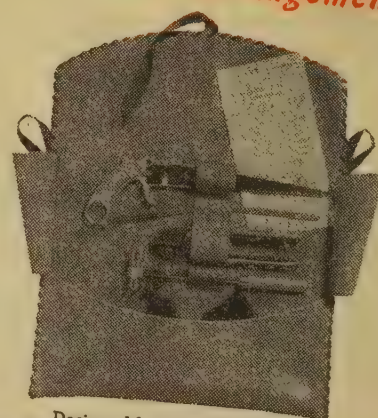
Rust-Proof, Close-Set, Needle Holders

No longer will you have to worry about your flowers "staying in place" when you use these *heavy weighted* needle holders. All brass non-rusting pins are set close together. Holds all stems—large or small. Very sharp needle points. Holds flowers *where they are put!* A special heavy lead base and close set brass pins make the pinholder completely rust-proof. Needle holders of this improved type are hard to find. The all-brass pins, sharp needle points and heavy lead base make an ideal combination for all types of arrangements. Recommended by all leading flower arrangers.

Style A—Rectangular, 5 inches long, \$1.00 each

Style B—Round, 3 inches in diameter, \$1.50 each

NEW Flower Arrangement Kit



Designed by Fae Huttenlocher
Associate Editor, BETTER HOMES & GARDENS,
Nationally famous Flower Arrangement Expert

Here's a flower arrangement kit that compactly and conveniently keeps your flower arrangement tools together. Made of finest quality plastic leather. Kit contains ladies' flower clippers, small saw, small hammer, florists' wire, florists' tape, modeling clay and a booklet telling how to prepare flowers for arranging, and how to make them last longer. Kit is waterproof and has a large pocket in which you may keep flower holders. Easily carried to flower shows or classes.

Complete **\$7.95**

NOW! IN RESPONSE TO THOUSANDS OF REQUESTS JACKSON & PERKINS' OWN ***Luxury Lawn Seed*** **IS AVAILABLE TO YOU!**



Beautiful lawns such as you see above can easily be yours when you use J. & P. Luxury Lawn Seed. Remember . . . your lawn is the threshold of your home BE PROUD OF IT!

BENT LAWN MIX

MAKES YOUR LAWN AS VELVETY AS GOLF COURSE GREENS! Should be sown in areas receiving full sun or partial shade. Can be sown separately or mixed with J. & P. Luxury Lawn Seed. Contains at least 97.5% pure Colonial Bent Grass Seed. Truly the ideal grass seed for an extra touch of beauty.

Seeding Schedule Use 1 lb. per 1000 sq. ft. for reseeding established lawns; 3 lbs. per 1000 sq. ft. for new lawns.

1 lb. \$1.95	5 lbs. \$9.35
3 lbs. \$5.75	25 lbs. \$44.85

WHITE CLOVER

For those who like the fragrance and beauty of clover. Should be sown separately. Pure high germinating seed.

Seeding Schedule

Use 1/4 lb. per 1000 sq. ft. for either new or old lawns
1/2 lb. \$1.00 1 lb. \$1.98



Our Shady Mixture grows well even under trees!

Shipping Information

All orders are shipped POSTPAID except 50 to 100-lb. shipments which are sent express collect.

ENJOY A MORE BEAUTIFUL LAWN . . . THIS YEAR . . . NEXT YEAR . . . EVERY YEAR . . . with J. & P. Luxury Lawn Seed!!! Contains 100% perennial grasses assuring you a permanent lawn. It is the very same grass seed mixture used in our 17-acre display garden here in Newark. Guaranteed free of crab grass! There is absolutely no filler used in this mixture . . . over 97% pure seed. Remember that the experts say *Good Lawns Require New Seed Added Every Year.*

Equally Suitable For Old Or New Lawns

Whether yours is a new plot or an old lawn you are renovating, J. & P. Luxury Lawn Seed will do an excellent job. Each package of seed contains a special 6-page pamphlet telling you how to care for and seed your lawn properly. It is really easy to have a beautiful lawn . . . for this mixture, tested and proven here in our own test gardens, has given over 80% germination! Truly the speedy and positive lawn seed to use on your lawn!

Volumetric Blending Assures Accurate Mixtures

The sensational volumetric blending principle, used in mixing J. & P. Luxury Lawn Seed, assures you of a finer, more uniform lawn than ever before! No more worries about inaccurate mixtures giving you unsatisfactory results! J. & P. Luxury Lawn Seed is suitable for sunny and semi-shady locations. Contains not less than 77% Kentucky Blue Grass, the finest grass known, plus Colonial Bent Grass and Red Top.

SEEDING SCHEDULE Use 3 lbs. per 1000 sq. ft. for established lawns; 6 lbs. per 1000 sq. ft. for new lawns.

2 lbs. \$2.98	25 lbs. \$35.00
5 lbs. \$7.35	50 lbs. \$65.00
10 lbs. \$14.25	100 lbs. \$125.00

SPECIAL MIXTURE FOR SHADY PLACES

NOW YOU CAN HAVE GRASS IN SHADY LOCATIONS!!! Yes, J. & P. Shady Lawn Mixture will give you beautiful grass under trees, on poor dry soils, terraces, playgrounds, and other areas where growing conditions are not good or where rugged turf is desired. Contains rugged, but beautiful grasses, including a substantial percentage of the amazing new Creeping Red Fescue, also Kentucky Blue Grass, and Colonial Bent. Guaranteed no crab grass; other conditions same as J. & P. Luxury Lawn Seed except that this mixture is for difficult growing conditions.

SEEDING SCHEDULE Use 3 lbs. per 1000 sq. ft. for established lawns; 6 lbs. per 1000 sq. ft. for new lawns

2 lbs. \$2.98	25 lbs. \$35.00
5 lbs. \$7.35	50 lbs. \$65.00
10 lbs. \$14.25	100 lbs. \$125.00

FREE! SEEDING & LAWN MAINTENANCE CIRCULAR IN EACH PACKAGE!

TWO OUTSTANDING FEATURES FOR ANY GARDEN . .



PERFECT ROSES BLOOMING

At Eye Level . . .

J. & P.

Tree Roses

Yes, PERFECT ROSES, growing on 42-inch stems, can now be enjoyed to the utmost *right at eye level!* No longer need you stoop to gather in the enticing fragrance of the Rose! Plucking the Roses is much easier too!

The Tree Rose . . . "Aristocrat of Rosedom"

Aside from these practical features comes the real reason for the existence of the Tree Rose. *No other bush or shrub will bear Roses of such superb quality and form!* Commonly known as the "Aristocrat of Rosedom" the Tree Rose will enliven your garden, giving it more grace and natural beauty, than any other bloom known!!! Color illustrations of this greatest of Nature's beauties can be seen on the back cover of this catalog. Don't wait . . . the supply is limited, order Tree Roses for your garden today. . .

Most Dramatic of All Ornamental Trees . . .

J. & P. QUICK-BLOOMING

Magnolias

Experience the same thrill as others by having the world's most widely loved Magnolia right on your own property! Noted for their enormous flowers and shiny foliage, one plant will dominate your garden . . . yes, even the whole neighborhood! Many experts say that the Magnolia is by far the showiest ornamental tree in existence today!!!

Magnolia Blooms Reach Enormous Size

Pinkish white blooms brushed with purple on outside, reach the enormous size of 8 to 10 inches in some localities. These gorgeous blooms open early in the spring even before the foliage on the picturesque tree is fully developed thus displaying a solid mass of beautiful flowers. Many of the Magnolias offered by J. & P. (pictured in full color on page 43 of this catalog) are budded and many will bloom the first year. Here is a must for your home and garden landscaping.



Floribunda Roses... FOR EVERYBODY'S GARDEN!

©
J. & P.
CO.

GREAT "DRIFTS" OF
LARGE CLUSTERS...
ALL AS CLEAN AS
FALLING SNOW!

AVAILABLE ONLY IN LIMITED QUANTITIES

ROSE ELFE. So exquisite are the perfect blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized, perfect Hybrid Tea blooms, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny, 2-in., high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut flowers. Continuous blooming, June till frost. Known as Delight to the florists.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

SNOWBANK. Exquisite blooms adapt themselves to more uses than any other Floribunda. Large-flowering, blush-white clusters with that "school-girl" complexion. The generous bloom and universally popular color make Snowbank outstanding for use in any mass planting. Makes an excellent base for bright climbers like Blaze or Doubloons. Pure white flowers are 3½ in., borne in great clusters all season. Plant 18 in. high, spreading. Thick, healthy foliage sets off the sparkling blooms to perfection. (Pat. 279.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

MASQUERADE—FOUR COLORS ON EACH PLANT

A rare novelty for your garden. Truly unique and different, each cluster of 10 to 25 buds shows blooms of yellow, red, pink, lemon and sometimes orange. All these colors appear at once in a magnetic combination.

Each bud is golden yellow, with tiny vermilion marks. The center bud in each cluster opens first, becoming rose-pink as the petals unfold. Gradually the rose-pink deepens until at last it is deep red.

Clusters of 25 to 30 buds on one stem are not uncommon. Because of these unbelievable clusters and the range of colors through which each individual bud passes, Masquerade gives your garden a festive look. (P.R.R.)

Color . . . yellow to lemon to pink to red.

Bloom . . . 18 petals, 3 in. across. Very free.

Clusters . . . 25 to 30 buds on a cluster.

Novelty . . . only Rose with so many clean colors on individual clusters.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Everblooming SUMMER SNOW (Above)

Always in Bloom from June through Frost

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters like mounds of snow. The remarkable profusion of heavy flower clusters covers the plant during late June, July, August and September. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubby borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early

June until frost. Sweet, elusive fragrance. Light green, attractive foliage. Summer Snow, planted with World's Fair Floribunda, gives a striking effect in any garden. 20 in. tall. (Pat. 416.)

Prolific . . . blooms freely from June to frost.

Buds . . . delicate buff-cream in clusters.

Useful . . . for hedges and mass plantings.

Flowers . . . clear white; dainty, 3½ in. across.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

JACKSON & PERKINS CO.
World's Largest Rose Growers

SENSATIONAL HYBRID TEA . . .

Diamond Jubilee

The color is warm glowing buff-orange, deeper in cooler weather, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers on every plant are fully double and high-centered. They open slowly, providing many thrilling hours as you watch the buds gradually unfold . . . Diamond Jubilee lasts exceptionally well either on the bush or as cut flowers. The many heavy-textured petals do not fade or burn even in warm weather, but rather intensify in color as the flowers open.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Diamond
Jubilee



© J. & P. CO.

J. & P. Climbers...

THOUSANDS OF BLOOMS IN LIMITED SPACE!

BLAZE

(Pat.
10)

**Most Popular
Red Climber**

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year as more and more gardeners realize how colorful and dependable it really is!

Generous Clusters of Brilliant Bloom

These are the brilliant double, red Climbing Roses one sees blooming all over America. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming counterpart variety as Paul's Scarlet Climber.

Easy to Grow Well Anywhere

Requires no special attention, but grows luxuriantly with a magnificent display of flowers. In this picture showing the entrance of a home here in the Rose Capital of America, the brilliant pillar of glowing red is in complete harmony with the porch.

Outstanding Characteristics

- Blooms.** large clusters of many 2 to 3-in., cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.
Uses. train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.
Prolific. masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming, as new bloom-shoots grow from first eye below the flower cluster.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Best All-Purpose Yellow Climber

DOUBLOONS

at right

The fabulous yellow Climbing Rose on which you can depend for quick results and real height.

These are three important reasons that Doubloons is the best all-purpose yellow Climber: Its flowers are magnificent, it blooms profusely for a long time, and it is unusually hardy and vigorous.

The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the first year. Its magnificent flowers are borne in great profusion for a long period. Hardy, vigorous . . . will make your garden "glow" anew. (Pat. 152.)

Blooms. large, golden flowers in delightful clusters. **Growth** vigorous, healthy; long, heavy canes. **Fragrance.** spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Blaze

© J. & P. CO.

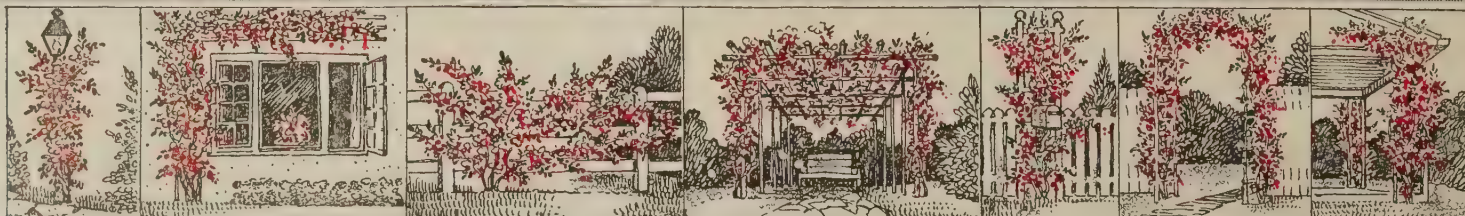
Individual blooms at right

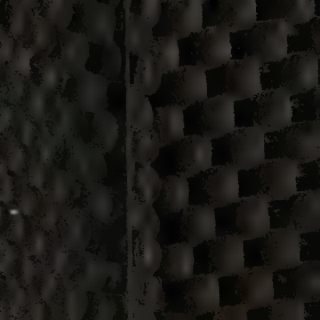
PAUL'S SCARLET (Not Illustrated)

Until the advent of Blaze, its everblooming counterpart, this was the most-admired red Climbing Rose. Many still want it for the great profusion of large, vivid scarlet-red flowers.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

CLIMBING ROSES HAVE A MILLION USES IN ANY GARDEN...





© J. & P. CO.

New Dawn

**NEW DAWN (Above)**

One of the hardiest Everblooming Climbers! New Dawn repeats its perfect Hybrid-Tea-like blooms continuously all season. Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old Rose fragrance in profusion on a plant that is easy to grow, requires little care and takes little ground. The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. Sturdy canes grow rapidly; even one plant makes a gorgeous display on trellis, arbor or fence.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

© J. & P. CO.

King Midas

**King Midas**

(Above) You will treasure the King Midas with its modern, high-centered, tight buds and lovely, large Hybrid-Tea-like flowers in clusters of four to six. Particularly hardy and vigorous, it will establish itself quickly and then produce brilliant splashes of color every year. Long canes 8 to 10 ft. Will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage. (Pat. 586.)

Blooms. . . . large, 4 to 5 in., in clusters on medium-long stems, opening from a deep gold to a clear, unfading yellow.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Climbers
NOT
ILLUSTRATED . . .
AVAILABLE ONLY
IN LIMITED
QUANTITIES

CLIMBING SUMMER SNOW

Everblooming—the fairest White Climber! Blooms bountifully in June, repeating all summer and fall. It's a breath-taking show when Summer Snow puts forth myriads of large clusters of pure white blooms, covering the plant like mountains of snow. Grows 8 to 10 ft. tall. Loosely double 2-in. blooms. (Pat. 400.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JUNE MORN

Spectacular, sturdy Climbing Rose. Its 5-in. Hybrid-Tea-size double flowers are a bright lively carmine-pink brushed with gold on the outside. Blooms in great profusion. Older, established plants could be called everblooming. Heavy, deep green foliage. Hardy, vigorous. Height, 8 ft. (Pat. 375.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MERCEDES GALLARD

A truly everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in the cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Everblooming!

DR. J. H. NICOLAS (Right)

Gardeners everywhere are delighted with the wealth of fragrant blooms, the size of the large, double flowers so like the finest Hybrid Tea Roses—and most of all, with the everblooming performance of Dr. J. H. Nicolas.

Many first-year plants bloomed persistently all last season! As soon as the first flowers finish, new shoots appear—all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is open full. For years Dr. J. H. Nicolas, the world-renowned hybridist, had set for his ideal a race of everblooming Climbing Roses with large double blooms like the Hybrid Teas. He made the cross that resulted in this marvelous flower—the triumph he did not live to see fulfilled but which now bears his name. (Pat. 457.)

Everblooming . . . immediately after first flowers fade, new shoots appear. A galaxy of bloom repeats again and again, all summer and fall.

Immense . . . fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, 50 fine-textured petals.

Fragrance . . . rich, lovely and enduring.

Clusters . . . three or four perfect blooms to each long, strong stem.

\$1.50 each; 3 for \$3.75
12 for \$15.00

King
Midas'

©
J. & P.
CO.

PARADE OF CLIMBERS

An Ideal Assortment to Give
You a Riot of Color

- 1 ALOHA. New. Pink.
- 1 BLAZE. Red.
- 1 DR. J. H. NICOLAS. Pink.
- 1 KING MIDAS. Yellow.
- 1 NEW DAWN. Shell-Pink.

Value \$8.75
Save \$1.45

Only **\$7.30**

**SPECIAL
GROUP
OFFER**
No. 160



© J. & P. CO.

Dr. J. H. Nicolas

Rare Beauty in an Easy-to-Grow Vine . . .

Giant Clematis

**REGAL, DISTINCTIVE
EXOTIC AS ORCHIDS**

Breath-taking beauty on trellis or porch. Next to the rose, the most beautiful of all climbing plants. While the intense colors and delicate forms seem almost tropical in their glory, the plants withstand sub-zero temperatures, just by hilling in fall. Easy, rapid-growing, disease-resistant. The enchanting blooms grow from 4 to 8 in. or more across, continuously for 6 to 8 weeks from July and again in fall. Striking in flower arrangements. Strong, 2-yr. own-root plants, postpaid.

Lanuginosa
Candida

Red
Jackmani ©

GROUP #170
Red, White, and Blue
3 Clematis that will make a
spectacular patriotic display
on fence, trellis or arbor.
Red Jackmani, Jackmani,
Lanuginosa candida
3 PLANTS \$3.35
1 of each (Value \$4.00)

Jackmani

JACKMANI

Large, velvety violet-purple flowers that have made Clematis so popular. Blooms in profusion all summer and early fall. Noted for great vigor, often 10 ft. high.

\$1.25 each; 3 for \$3.25

LANUGINOSA CANDIDA

Lovely pure white waxy flowers, beautiful always, entrancing in moonlight. One of newest hybrids, 10 to 12 ft. high.

\$1.25 each; 3 for \$3.25

RED JACKMANI RUBRA

Vigorous and free-blooming as the purple Jackmani, with large flowers in a grand shade of bright red that makes a wonderful display. Rapid-growing, 10 to 15 ft. in height.

\$1.50 each; 3 for \$4.00

SILVER LACE VINE

(not illustrated)

Polygonum Auberti. Dense foliage; foamy sprays of white flowers all summer, fall. One of the best vines where you want a mass of flowers and foliage quickly. Field-grown plants. 60c each; 3 for \$1.50



ON THIS
PAGE:

Roses for Special Purposes



ROSA ROULETTI (Above)

Perfect double rose-pink flowers as pictured. The entire 4 to 6-in. plant as dainty as the Roses themselves. Used for borders, rock gardens, or paths. Attractive for small flower arrangements in the home. The little Swiss Rose that was lost for many years; now treasured in American gardens.

85c each; 3 for \$2.25; 6 for \$4.25;
25 for \$15.65

Miniature Roses... SMALLEST ROSES OF ALL

Something unusual, which will make your garden intriguing and give you many hours of personal satisfaction. All who visit your garden will admire these dainty plants with perfect miniature blooms.

Rosedom's most intimate flower... a thimble or tiny vial will hold a bouquet of 6 or more. Petite little buds, smaller than a baby's finger-tip, open to exquisitely modeled blooms, irresistible on the tiny plants and in miniature bouquets. Plant them liberally in a row around your beds of Hybrid Tea or Floribunda Roses, or as an edging in front of other plants.

OAKINGTON RUBY

(Not Illustrated)

Deep carmine buds open rich ruby-crimson. Fully double flowers smaller than 1 in., even full open. Similar to picture of Rosa Rouletti on the left, only much deeper in color. Plants less than 12 in. tall. Award of Merit, Royal Horticultural Society. You'll surely want these brilliant little gems this spring.

\$1.00 each; 3 for \$2.50; 12 for \$10.00;
25 for \$18.75

**SPECIAL
GROUP
OFFER**

No. 180

**A LITTLE
GARDEN OF
TINY ROSES**

Now, at a very special price, both Oakington Ruby and Rosa Rouletti, a collection of 8 plants. Enough to make a perfect miniature Rose garden only 1 ft. long and 6 in. wide.

8 PLANTS, 4 of each \$6.15
(Value \$7.40), save \$1.25...

Rose of Many Uses



FRAU KARL DRUSCHKI (Above)

One of the purest white Roses, Frau Karl Druschki is a lasting delight if planted in low shrub borders or otherwise used as a flowering bush of medium size. Very double, very large flower; lasts for a long time. Good stems, excellent for cutting. *Noted for its extreme toughness and vigor, it is excellent when used in place of a shrub.* Frau Karl blooms heavily in June and continues intermittently all summer. Use as a pillar or train in espalier form. Upper branches should be protected against freezing.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

Trailing Roses

**USED TO COVER BANKS,
TERRACES, WALLS**



WICHURAIANA (Above)

Hardy, Tough Cover-All for Banks and Terraces

An effective cover-all for banks and other bare and unsightly places. Spreads rapidly, rooting wherever it touches soil. Effective along the top of retaining walls. Extremely hardy. Fragrant, starry white flower clusters. Bright red berries later in the season. Cover up ugly bare places by planting Wichurianas 2 ft. apart; they will soon form a dense solid trailing mass.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

ROSA HUGONIS

(Right)

A very early-blooming shrub Rose growing 6 to 8 feet tall and as much in spread. Long, gracefully arched branches with dainty foliage and single, bright yellow flowers 2 inches across. Makes a very fine hedge.

\$1.00 each; 3 for \$2.50;
12 for \$10.00; 25 for \$18.75

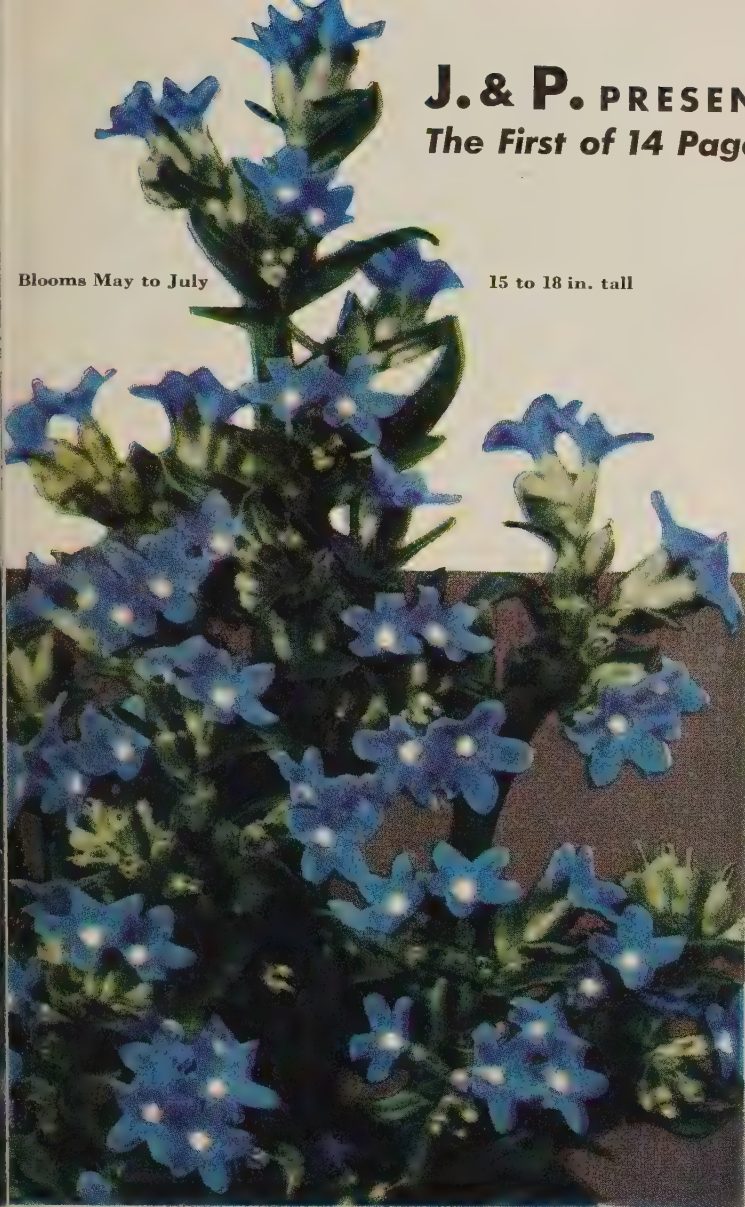


J. & P. PRESENTS
The First of 14 Pages of

Modern Perennials

Blooms May to July

15 to 18 in. tall



Perennials Give You All-Season Color

Year-in and year-out, the lovely blooms illustrated here will make your garden more and more beautiful. After careful tests of many varieties, our Research Dept. has selected these for easy culture, long bloom and remarkably fine color and form.

These are the hardy perennials that need only to be planted once and then come up again and again year-after-year, always increasing in size and vigor.

SPECIAL GROUP OFFER

No. 190

An All-Season Group from May to Late Fall

- 2 *Anchusa*, Blue Stars
- 2 *Sedum spectabilis*, Brilliant
- 1 *Campanula*, Blue Carpet
- 1 *Shasta Daisy*, Esther Reed
- 1 *Anemone hupehensis* *superba*
- 1 *Anemone*, Margarete
- 1 *Anemone*, Whirlwind

(Value \$8.15)

Save \$1.35

Only

\$6.80

ANCHUSA caespitosa, Blue Stars

A Mound of Color in May, June and July

The restful clear blue of the fragile, elusive gentian is captured for keen gardeners. The white eye of each

© J. & P. CO.



Late August to September

18 in.

SEDUM spectabilis, Brilliant

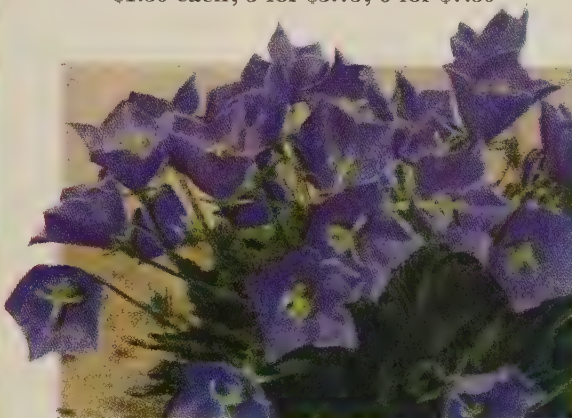
(Above.) This magic plant will make "desert spots" in your garden bloom again with a sure-fire note of color. Gorgeous immense amaranth-red flower heads; attractive light green, succulent leaves that store moisture. Withstands hottest, driest summer weather. 18-in., rugged plants ornamental even before blooming.

60c each; 3 for \$1.60; 6 for \$3.00

floret sharpens the mass very effectively. Full mounds of blue 15 to 18 in. high are formed by rigid stems which branch freely and are simply loaded with flowers. New star-shaped florets appear as quickly as the older ones drop off during the three months' blooming period. Each plant is composed of many individual tufts rather than one single stem.

When in bloom during May, June and July this plant demands attention and holds it with its cool clear color. Even in Aug. when its long narrow green foliage and a few stray florets are left, it draws the uninitiated from far parts of the garden.

\$1.50 each; 3 for \$3.75; 6 for \$7.50



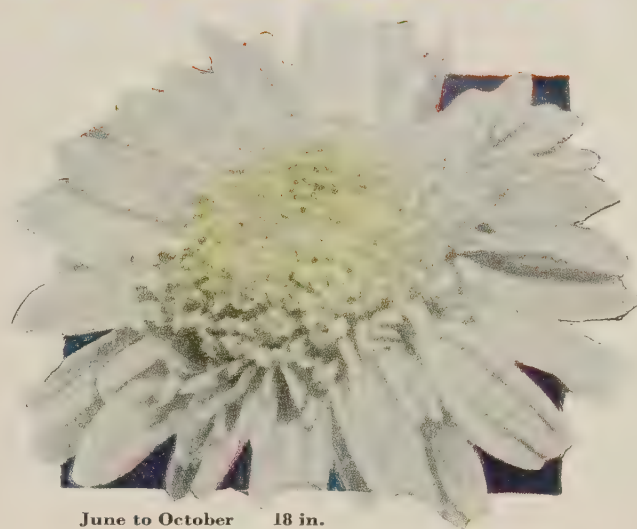
Midseason

6 to 8 in.

CAMPANULA, Blue Carpet

(*Carpatia Improved*.) For edgings, for rock gardens, or any other location where you want a very striking low "carpet-of-blue" from June to fall. Will grow well for you in full sun or in semi-shady places. Blue Carpet has the larger, light blue, bell-shaped flowers on 5 to 6-in. stems. Very conspicuous and showy. This variety is exceptional, giving blue color when there is very little other blue in the garden. Remains attractive all season, and doesn't sprawl.

65c each; 3 for \$1.75; 6 for \$3.25



June to October 18 in.

SHASTA DAISY, Esther Reed (Above.)

The chrysanthemum-like Esther Reed is one of the most delightful of Shasta Daisies and is June at its best. An easy-to-grow plant for a prim white mass effect. Almost entirely free from insects and disease. Perpetual bloom from June to Oct. Completely double flowers on 18-in., strong stems. The plants require a little protection in coldest areas.

75c each; 3 for \$2.00; 6 for \$3.75

Anemone hupehensis superba



ANEMONE hupehensis superba

The largest-flowered form of *Anemone hupehensis*, which blooms from early Sept. to frost. It is a lovely light rosy pink inside, reddish pink outside. It grows about 24 to 30 in.

ANEMONE, Margarete

A full double form of the old-fashioned fall Anemones in a good dark pink. The individual flowers are 3 in. in diameter. Bloom starts Sept. 10 and continues through the first frosts. Planted in a semi-shady position, Margarete will grow to 4 ft. tall. It will also do well in the sun.



Anemone, Whirlwind

ANEMONE, Whirlwind

The startling clear white of these semi-double blooms has made this variety a real favorite. Grows 4 to 4½ ft. tall and each plant has a mass of blooms on many branched stems. The yellow center of each bloom adds to the beauty individually and in the mass.

ALL ANEMONES:

85c each;

3 of one kind \$2.25;

6 of one kind \$4.25



Midseason

18 to 24 in.

© J. & P. CO.

PENTSTEMON, Ruby King (Above)

An outstanding new hybrid Pentstemon. Very free-blooming, long-lasting flower-spikes of a brilliant color. For a continued display, its 2-in., trumpet-like flowers are unsurpassed.

The sturdy flower-spikes are 18 to 24 in. high and are produced freely even the first year. Illuminated by the clear white throat and inside of the trumpet, each flower-spike seems to dance in the summer breezes. A single plant in your garden will be every bit as bushy and colorful as the illustration above. Imagine what a glorious sight five

or six plants like this would be in a group. The flowers of Ruby King are larger, more free blooming, and more showy than previous hybrids. Its superior qualities are the result of selective breeding and thorough research which now give you a Pentstemon superior to any you ever knew before. Last summer this Ruby King started blooming in the nursery fields during late June, and we were still able to pick bouquets even in Oct. It should bloom just as freely in your garden next summer and fall. (Pat. 744.)

85c each; 3 for \$2.25; 6 for \$4.25



J. & P. GIANT TYPE LILY-OF-THE-VALLEY (Above)

An improved gigantic form with unusually large rounded bells. Perfectly shaped, heavily textured, on very long strong stems. The pure white frosted pendent bells hang in profusion from the strong sturdy stems. The sweet rich fragrance of these improved J. & P. giants is even more delightful than the widely loved perfume from the common small variety. One bouquet will perfume an entire room for days. Our field-grown clumps spread rapidly and form a solid mass in very little time.

Field-grown clumps, 65c each; 3 for \$1.75;
6 for \$3.25

JACKSON & PERKINS CO.
World's Largest Rose Growers

© J. & P. CO.



July-August

4 to 4½ ft.

LYTHRUM Morden Pink (Above)

The generous, full spikes of a clear, lovely soft pink are produced in great masses and make a fine show in July and August. Each plant miraculously sends up ten or a dozen sturdy, 3- to 4-ft. spikes.

60c each; 3 for \$1.60
6 for \$3.00



April

6 to 9 in.

PRIMULA VERIS, Colossus (Above)

Giant-Flowered. Extra-large-flowered spring Primula for wealth of color all April. Well-formed flowers, many over 2 in. A great range of colors, including lilacs, pinks, coppery reds, dark reds, and the usual yellows. Sturdy plants; lush foliage. Thrives best in damp, shady spots; ideal for rockery, waterside or border. Very effective in combination with Anchusa.

75c each; 3 for \$2.00; 6 for \$3.75

VERONICA Crater Lake Blue (Right)

Here is a new dependable Veronica in a marvelous shade of blue. Comparable in color to Oregon's famous Crater Lake.

Especially good in the foreground of a perennial border where you want a solid mass of lasting cool blue. The plants, which grow 20 in. tall, do well in either full sun or partial shade. Blooms in June.

75c ea.; 3 for \$2.00;
6 for \$3.75



June

20 in.



← ASTER FRIKARTI (Left)

The long cherished "Wonder of Staefa." Especially large and free-flowering. The blooms usually measure more than 3 in. across, and the plants average 2½ to 3 ft. in height. The light blue-lavender flowers are accented in the center with a prominent yellow disc, very conspicuous and showy. Aster Frikarti should be in your garden, because it will give you unbelievable masses of flowers for a long period of time . . . yet requires an absolute minimum of care. Each plant is a mound of light blue from early August to September and right up until frost. Requires some winter protection in cold sections, but you will be well repaid for this little extra effort.

60c each; 3 for \$1.60; 6 for \$3.00

Early August to frost. 2½ to 3 ft.

ASTER, Adorable (Right)

All that its name implies. A completely charming adorable variety that will be one of your favorites once you see its masses of blooms in your own garden. A deep, clear pink, very rare in fall flowers . . . An improvement over the well-known Harrington's Pink Aster. The buds are like small reddish rosettes, opening into large, many-petaled flowers in enormous clusters. The entire plant will glow with a rich pink continuously from September to frost. The foliage is clean and dark, and the vigorous plant is 4 to 4½ ft. high. Its growth is strong, compact, and bushy. A mass planting in combination with other purple or white varieties makes a striking effect.

60c each; 3 for \$1.60; 6 for \$3.00



September to frost

4 to 4½ ft.



Sept.

3½ to 4 ft.

© J. & P. CO.

ASTER (Novi Belgi), Plenty (Above)

Aster, Plenty, is a clear lavender-blue. It is semi-double, 1¼ in. across, with several rows of petals. This variety has won wide acclaim in the new

large-flowered fall Aster groups. One of the best of the new importations. Try it in the background of your border. Plants 3½ to 4 ft.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

(Not illustrated)

ASTER (Novi Belgi), Arctic

The finest white Aster with very large, 1¾ in. individual blooms. Excellent for fall gardens, giving the feel of a drift of white. Blooms profusely. One of the new extra large-flowered varieties recently developed in Europe.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

ASTER (Novi Belgi) The Cardinal

A large-flowered cardinal-red Aster. Clear and bright, it is an accent of great interest and another of the new very popular fall plants. Blooms are 1 to 1¼ in. in diameter. It is very spectacular in the fall border and a worthwhile addition for lengthening the autumn blooming season. 36 in. high. Sept.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

ASTER (Novi Belgi), Peace

A lovely double fall Aster with real interest and charm. The size of the blooms—often 2 in. across—gives a new look to the Aster family. They serve the dual purpose of supplying many autumn bouquets as well as a bright spot in the border late into the fall. The soft rosy mauve color holds throughout the blooming period.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

ASTER GROUP

1 each of the 6 Asters on this page

ASTER, Peace Arctic Plenty The Cardinal Adorable Frikarti

Value \$5.20 Save 85c

Only

SPECIAL GROUP OFFER
No. 200

\$4.35



June-July

12 to 18 in.

GYPSOPHILA, Rosy Veil (Above) Baby's-Breath

This lower-growing double pink Baby's-Breath has won wide popularity. Very generous in bloom, the airy sprays form a heavy mat of delicate pink during June and July, and also flower again in fall. The artistic sprays are invaluable for bouquets in the home. Especially useful in mixed borders where its unusual form and lacy foliage lend a touch of the unusual. Different from the commonly known perennial Baby's-Breath, plants never become overgrown and keep to 18 in. tall or less.

65c each; 3 for \$1.75; 6 for \$3.25



Blossoms Early September to frost

18 to 24 in.

FUNKIA (subcordata alba)

Probably you have admired the clean, rich green foliage and strong fragrance of Funkia. Its long, tubular, creamy white flowers hold themselves erect above the mass of green foliage.

Flower-stalk 18 to 24 in. high with fresh new bloom every day. Dark green, oval, heart-shaped leaves 8 in. long and 5 in. wide. Clean

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50

Fragrant Plantain-Lily (Above)

cool color during hot summer days. Particularly effective for planting near the house in the shade because Funkia grows in any location and forms attractive masses even where other plants will not thrive. Lives indefinitely, even under adverse conditions. Use near lakes or streams, as low foreground material in front of taller shrubs.

**HARDY
NORTHERN
NEW YORK
STRAIN**

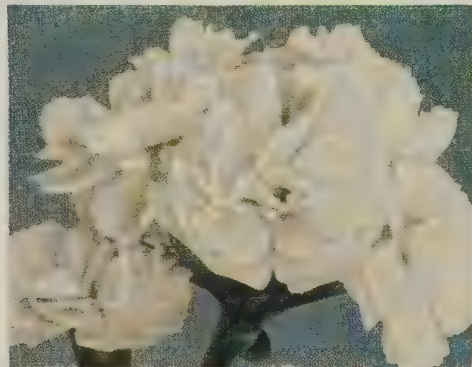
J. & P. GIANT



June-July **DIANTHUS, Irene** 12 to 15 in.

Most fragrant of all garden Pinks. Outstanding fragrance . . . literally drenches the garden with old-fashioned clove scent. New buds open as the old ones finish. One plant in our garden had over 60 flowers on it last spring. An exquisite shade of pink. The very double, 2 to 2½-in. flowers average 60 petals each. Sturdy 12 to 15-in. stems. Makes a solid mound in the garden. (Pat.747.)

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00



June-Oct. **DIANTHUS, Silver Mine** 10 to 12 in.

Large, full, fragrant, double flowers—all pure white; hardy. In constant bloom from June until late Oct. Excellent for cut flowers.

60c each; 3 for \$1.60; 6 for \$3.00



June-Aug. **DIANTHUS, Rock Raven Red** 10 to 12 in.

DIANTHUS, Rock Raven Red
(*Dianthus latifolius*.) Exceptionally fragrant, very double; rich, pleasing crimson-red. Will add new beauty to your garden because it is so generous with its spicy, fragrant flowers of deep crimson. Blooms abundantly from June through summer; perfect for border edge, rock garden.

60c each; 3 for \$1.60; 6 for \$3.00

**SPECIAL
GROUP
OFFER**

No. 210

DIANTHUS GROUP

A lovely collection of these fragrant beauties, 3 each of

Irene, Silver Mine, Rock Raven Red. 9 PLANTS in all

Value \$6.60

Save \$1.10

Only

\$5.50

Happiness



HAPPINESS

(Left.) New. Exceptionally large individual florets of warm pink-lavender. Clear blue at the tips of the outer petals. The unusually large spikes are full, firm and sturdy, a new step forward in the Delphinium world.

\$1.25 each; 3 for \$3.15; 6 for \$6.25

FREEDOM

(Below.) White, with black - and - white "bees." Will "pep up" any garden. This variety is in great demand because it is an excellent color to accent a perennial border. Stunning in bouquets. 4½ to 5 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

Freedom



DELIGHTFUL

(Below.) Deep Blue. The rare, real all-blue, in the darker shade so hard to get. Particularly effective because it is so good in combination with other colors. Glorious background for lower-growing flowers. Most popular of all. 5 ft. This is what you have in mind when you speak of "Delphinium Blue."

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

Delightful



©
J. & P.
CO.



Delphiniums

LIFE

showed several pages of J. & P. Delphiniums in full color; called them "The first big delphinium strain hardy enough to survive almost any U. S. winter."

Glorious

DESIRABLE (Below)

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, 4½-ft. spikes. The color holds.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

DEBUTANTE (Below)

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes. 4 ft. tall.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

ENCHANTMENT (Below)

Light Blue. True Delphinium-blue, with white eyes—the hybridists' dream! A giant double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall. Adds great interest to any garden.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

GLORIOUS (Right)

A breath-taking tone of royal purple, by far the darkest and richest of all Delphiniums. The long beautiful spikes are all-out-at-once in blooming, no shattering until the last buds are fully open. The stems are wiry and strong. The plant repeats quickly. 4½ ft. tall.

\$1.00 each; 3 for \$2.50;
6 for \$5.00; 25 for \$18.75

GAYETY (Below)

Pinkish Lavender with outer petals blue. Lovely cupped florets; spike habit and hardiness from its J. & P. ancestry. Side shoots prolong bloom several weeks. 5 ft.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

The Three Delphiniums
On Opposite Page
Group No. 250
Happiness Freedom
Delightful
Value \$2.75
SAVE 45c
Only **\$2.30**

SPECIAL! ALL EIGHT!

All Eight Delphiniums Illustrated
Group No. 220
Value \$6.75
SAVE \$1.10

Only **\$5.65**

ALL BLUE GROUP
Group No. 240
Delightful Gayety
Enchantment
Value \$2.25
SAVE 35c
Only **\$1.90**

Desirable

Debutante

Enchantment

Gayety

ALL FIVE
DELPHINIUMS
ILLUSTRATED
ON THIS PAGE

Group No. 230
Value \$4.00
SAVE 65c
Only **\$3.35**

"ALL-OUT-AT-ONCE" SPIKES GUARANTEED TO BLOOM

Handsome, long-lasting, all-out-at-once 20 to 30-in. spikes with giant all-double flowers closely set on towering 5-ft. spires. Four to six such spikes to a plant in June and July, repeating bloom in the late summer and early fall.

An Improved Race

One of our chief aims in developing this new race was to provide trim and sturdy

stalks not easily blown down by the wind . . . yet not cumbersome and stiff in bouquets. You will find that J. & P. Delphiniums do not need staking in most localities. A few groups of 3 or 5 plants will glorify your garden with full, strong flower-stalks holding their stately heads in regal dignity, making the garden more beautiful than ever before.

**A REAL PRIZE
FOR ANY GARDEN...**

GYPSOPHILA, Bristol Fairy
Baby's-Breath

For delicate grace and airiness few plants can match Bristol Fairy. It is invaluable for the contrast it provides for other showier flowers and for the important part it plays in countless artistic flower arrangements. Its double blooms are pure white—each like a tiny, perfect rosebud. Established plants average $3\frac{1}{2}$ feet in height and are 4 to 5 feet across. The main crop of bloom comes in June and July but side sprays often keep on producing until frost. Misty and graceful, Bristol Fairy should be in every perennial border. It needs good garden soil and an open, sunny location.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00



• **Be Sure to See the New
Perennials on Pages 41-43**



© J. & P. CO.

June-July

$3\frac{1}{2}$ to 4 ft.

DELPHINIUM, PINK SENSATION
(Above) *The only true pink Delphinium*

Possesses all the strength, hardiness, and prolific growth of other Delphiniums. Outstanding for its repeated blooms, and a constant show of color. Reaches a height of $3\frac{1}{2}$ ft., with many laterals continuously throwing out new spikes of a lovely, airy pink. Pink Sensation is probably the most unusual perennial available in America today. Has all the charm and beauty of the widely loved blue and white forms. Pat. 324.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Rudbeckia,
The King

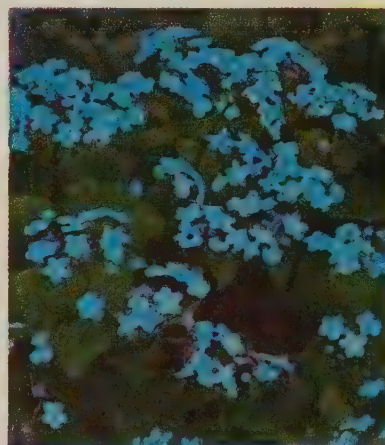
July to frost

$4\frac{1}{2}$ ft.

◀ **RUDBECKIA**
The King (Left)

Ideal and colorful for the perennial border. Showy and dancing, yet easy to grow to beautiful perfect plants. The right kind of plant to make your border colorful and unusual. Regularly it bears its large, deep crimson-red flowers, bringing new life and color wherever you plant it. From half-open flower to the full-bloom stage of orange-brown seed-cone with its perimeter of straight red petals, it is always attractive. The petals never fold back; the stems remain majestically stiff.

75c each; 3 for \$2.00;
6 for \$3.75



April-May

1 to $1\frac{1}{2}$ ft.

ANCHUSA (Above)
Chinese Forget-Me-Nots

(*Myosotisflora*.) Delightful clusters of clear blue flowers borne in profusion during April and May. Grows anywhere; equally effective in shady or sunny places. The large leaves make an excellent ground-cover. The dainty blue flowers on stems 1 to $1\frac{1}{2}$ ft. high.

60c each; 3 for \$1.60;
6 for \$3.00



All Season

18 to 24 in.

STOKESIA, Lavender Queen
Blooms June to Frost

A mammoth form of the old-fashioned favorite Stokesia. Large and attractive as the annual asters, this Stokesia blooms all summer. The fully double flowers are silvery blue suffused lilac-blue at the center. The plant grows about 20 inches tall and does not mind being cut for blooms. Excellent for any border, Lavender Queen is also fine for cut-flower arrangements. Very hardy and easy to grow.

85c each; 3 for \$2.25; 6 for \$4.25

FOR CONTINUOUS BLOOM...

CHARLES CURTIS

The *Brightest Red!* Profusion of scarlet heads on strong, 2½-ft. stems. Robust and sturdy, gives forth an unusual glow even under adverse circumstances. A marvelously bright color accent to use in combination with other varieties.

75c each;
3 for \$2.00;
6 for
\$3.75

Charles Curtis

© J. & P. CO.

ROSE SUPREME

Large heads of bright light rose-pink with a brighter red eye. This variety is particularly interesting in that it holds its color without fading and fits well into the group of better Phlox offered by us in past years.

75c each;
3 for
\$2.00;
6 for
\$3.75

Rose Supreme

© J. & P. CO.

SAN ANTONIO

Immense heads of deep, uniformly colored florets. Strong, handsome blood-red... always clear, always striking. Produced freely in July and August on vigorous, 2½ to 3-ft. plants.

65c each;
3 for \$1.75;
6 for
\$3.25

PLANT J. & P. Phlox

SPECIAL GROUP OFFER
No. 260

COMPLETE COLLECTION
10 Varieties

1 each of these 10 varieties on this page.

A Phlox Collection to please the Connoisseur

Value \$6.45
Save \$1.05
Only . . .

\$5.40

A Red, White and Blue Group 270
Only

2 Charles Curtis
2 Blue Boy
2 Antoinette Six

Value \$3.80 Save 60c

\$3.20

Pink and Red Shades GROUP 280
Only

Belle Pyramid
Rose Supreme
Rosy pink
San Antonio
Blood-red
Salmon Beauty
Salmon-pink

Value \$2.85 Save 45c

\$2.40

AVAILABLE ONLY IN LIMITED QUANTITIES

ANTOINETTE SIX

Pure, soft white without a trace of any other color except a faint greenish tone in the eye at the center of each floret. The purity of this white is impossible to describe. Exceptionally large heads.

50c each; 3 for \$1.35;
6 for \$2.50

E. I. FARRINGTON

Large heads of soft salmon-pink bloom with a lighter eye. Very striking in any Phlox planting. Clean and clear in tone. Flower-heads are produced in profusion in midsummer. 2½ to 3 ft. tall.

50c each; 3 for \$1.35;
6 for \$2.50

MISS LINGARD

Phlox suffruticosa

Best known of the early white Phlox. Very large heads of pure white with a pale pink shading throughout the petals. Flowers very early and then reblooms later.

60c each; 3 for \$1.60;
6 for \$3.00

COUNT ZEPPELIN

Glistening white; deep carmine eye. No fading or blending of the colors. The petals are pure shining white, with the carmine eye sharp and distinct in the center. Blooms particularly long, because the spikes come out along the lower stem.

60c each; 3 for \$1.60;
6 for \$3.00

San Antonio

Blue Boy

NEW!

BELLE PYRAMID

Phlox suffruticosa

A delightful pink form of the early-blooming Suffruticosa Phlox family. The 10-in. spikes are in bloom the first week in June. Individual florets are ¾ to 1 in. in diameter and hold their clean pink color a long time. The average height of the plant is about 24 in. Belle Pyramid thrives in full sun or in semi-shade but does not like too dry a location.

85c each;
3 for \$2.25;
6 for \$4.25

© J. & P. CO.

SALMON BEAUTY (Right)

A white eye in the giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. Particularly useful with white, yellow and pale blue flowers. Large florets, 1½ to 2 in.; 30 in. tall.

60c each; 3 for \$1.60;
6 for \$3.00

BLUE BOY (Below)

The solid mass of deep rich color and low-growing habit make it an ideal border plant. Best deep blue Phlox. Florets 1½ to 2 in. Large flower-heads. Height, 18 in.

65c each; 3 for \$1.75;
6 for \$3.25

Salmon Beauty

Modern Perennials



Blooms July to August

30 to 36 in. high

MONARDA, Croftway Pink (Above.)

A clear pink Monarda. Grows well in moist or dry positions and in sun or semi-shade. Plant should be divided every second spring. The flowers have large heads and new blooms reappear constantly.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



HELIOPSIS, Golden Rays (Above.)

Giant daisy-like semi-double flowers. Mellow gold petals, deeper centers. Wealth of bloom June to frost. About 3 ft. Magnificent in mass plantings and bouquets.

75c each; 3 for \$2.00; 6 for \$3.75



A Helpful Hint

Perennials grow best in rich, well-fertilized soil. J. & P. Rose Food produces good results. (See order blank.)



End of April and May

8 to 10 in.

PRIMULA veris, J. & P. Giants (Above.)

- Giant Yellow* . . Improved form of popular *Primula veris*, *Colossus*. Deep yellow. 8 to 10-in. shoots in spring with clusters of 1½ to 1¾-in. blooms.
- Giant Cream* . . Pastel color between yellow and white. Blends with spring colors of other plants. Delightful with Giant Yellow and Giant White.
- Giant White* . . Often indication of soft yellow center. General characteristics of Giant Yellow.

85c each; 3 of one color \$2.25; 6 of one color \$4.25



All Season

24 in.

COREOPSIS Golden Shower

(Left.) Richly decorative from June until frost, a single plant will produce a continuous cascade of star-like golden flowers. The rich color remains clear all through the season. Every day has its own supply of fresh, new blooms 1½ in. across. Undaunted by the hot dry weather the fine 24-in. plants have very decorative, bright green grassy foliage.

60c each; 3 for \$1.60; 6 for \$3.00



All Summer

9 to 12 in.

(Above) WHITE BLEEDING-HEART (Dicentra, Sweetheart)

Pure white flowers shaped like the old-fashioned Bleeding-Heart. Smaller, more delicate.

Blooms heavily in spring and through summer and fall. Handsome light green, silvery fern-like foliage, almost transparent with many indentations. Grows in any good soil, prefers plenty of moisture and slight shade. Good for foreground of perennial and rock gardens. Plant is 9 to 12 in. high.

85c each; 3 for \$2.25; 6 for \$4.25; 12 for \$8.50

MORE COLOR FOR YOUR GARDEN!



Ground-cover

4 to 8 in.

PINK BLEEDING-HEART (Left.) (Dicentra spectabilis)

Pink Bleeding-Hearts borne in graceful sprays from May to late June. Does well in semi-shade or sun. Plant about 30 in. Lives years, becoming larger every year. Makes a very showy clump. A proved favorite of Grandmother's day and still as popular. This late spring bloomer is a welcome addition to any garden because it is showy, interesting and the most effective of old-fashioned perennials.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50

Pink Bleeding-Heart. May-June. 30 in.

DWARF POLYGONUM (Left.) Reynoutria

A wonderful ground-cover. Establishes itself well in poor or rich soil, even in damp spots in the garden. Has very few underground runners. Thrives best in full sunlight; hovers 4 to 8 in. from the soil. In fall, foliage turns to beautiful autumn colors. Fragrant, airy pink sprays like Silver Lace Vine. Has deep red buds in Aug., Sept. Perfect for spots where nothing else will grow.

55c each; 3 for \$1.50; 6 for \$2.75; 100 for \$40.00



May

10 in.

VIOLET, Rosina

A mass of fragrant pink Violets in May and again in early fall. This variety is widely loved for its color and sweet scent but is hard to find. Grows best in rich soil and partial shade.

75c each; 3 for \$2.00; 6 for \$3.75



All season

6 to 8 in.

DOUBLE RUSSIAN VIOLET

An exquisite double old-fashioned Violet with an unusually sweet fragrance. It is hardy anywhere and can be effectively placed wherever a low, colorful purple is needed, with rich green foliage. Very easy to grow.

75c each; 3 for \$2.00; 6 for \$3.75



Ground-cover

3 to 6 in.

VINCA minor • Myrtle

(Bowles Variety.) "The magic carpet of all ground-covers!" Alice-blue flowers delightful against luxuriant evergreen foliage. Far superior to the old *Vinca minor*, it blooms with the violets and repeats all season. Foliage never rusts or turns brown. Ideal for banks, under trees, and shady spots; plant 8 in. apart.

3 for \$1.00; 10 for \$3.00; 100 for \$25.00

**SPECIAL
GROUP
OFFER**

No. 300

**A COLORFUL SPRING
TO FALL GROUP**
1 each of these 14 Perennials on
these 2 pages

Monarda, Croftway Pink
Heliopsis, Golden Rays
Pink Bleeding-Heart
Coreopsis, Golden Shower
White Bleeding-Heart
Primulas, Giant White,
Cream, Yellow

Violet, Rosina
Violet, Double Russian
Violet, Royal Robe
Violet, White Wonder
Tritoma, Robin Hood
Tritoma Galpini

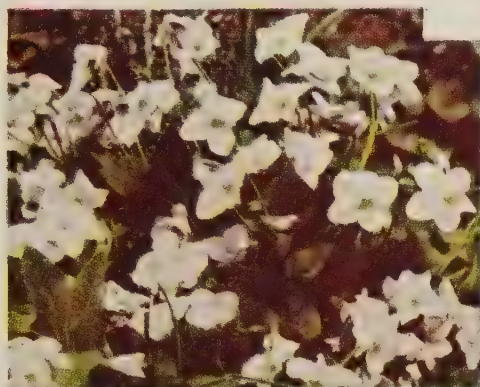
Value \$11.05 . . . Save \$1.85

Only **\$9.20**

SUPER-GIANT VIOLET**Royal Robe (Right.)**

Magnificent, lustrous, deepest violet-blue. Very easy to grow. Intensely fragrant. A few flowers will fill an entire room with their exquisite odor. Sturdy foliage; blooms abundantly in early spring and again in fall. The large flowers open wide, like a pansy or viola, often exceeding 1 in. across. Stiff, erect stems up to 8 in. or more.

65c each; 3 for \$1.75; 6 for \$3.25



May

10 in.

VIOLET, White Wonder

Imagine a dazzling glacier-white Violet! Each plant covered with hundreds of flowers. Individual bloom is enormous, with a pale lavender center beautifully veined. Foliage luxuriant and shiny, hugging the ground tightly with each flower held crisply above the foliage.

65c each; 3 for \$1.75; 6 for \$3.25



Ground-cover

6 to 9 in.

PACHYSANDRA • SPURGE

(*Terminalis*.) Best evergreen ground-cover for deep shade and semi-shade; also does well in sun. Useful along walks, shrubbery, under large trees; the only plant that will thrive under pine trees. Fine for steep banks. Requires rich moist soil for maximum coverage. Quick-spreading, underground. Thick, glossy, spoon-shaped foliage, remains green winter and summer. 8 in. tall. Plant 8 to 10 in. apart.

3 for \$1.00; 10 for \$3.00; 100 for \$25.00

● Be sure to see the
NEW PERENNIALS
on Pages 41, 42



Spring and Fall

Royal Robe Violet

9 to 12 in.

JACKSON & PERKINS CO.

**Tritoma
Robin Hood**

June-Sept.
2½ to 3½ ft.



June to Oct.

24 in.

DWARF TRITOMA**Galpini (Above.)**

A graceful dwarf species. Slender, 24 to 30-in. stems; dainty 4 to 6-in flower-spikes of salmon-saffron; profuse from July to Oct. Grass-like foliage. Very decorative, yet subdued. Fine cut flower. A J. & P. introduction. Grows in any location, including partial shade.

75c each; 3 for \$2.00
6 for \$3.75

TRITOMA, Robin Hood (Right.)

Flares up in late June with a burst of ten to twelve dazzling flower-spikes . . . and continues until late Sept. Each 2½-ft. stalk carries a sparkling spike 8 to 10 in. long. Long, narrow leaves make the foliage seem to be guarding the flame above.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



**LUXURIANT!
VIGOROUS!**

Viola Purple Heart

All Season
9 to 12 in.



Viola Purple Heart (Above)

An amazing flower indeed! Blossoms continuously from spring to frost, and comes up year in and year out, more luxuriant and more vigorous than ever. The huge, velvety, violet-blue flowers are up to 3 in. across, on graceful stems 7 to 8 in. long. The petals of these giants are pleasingly waved. A bright yellow "eye" makes the lovely purple seem even deeper and the texture richer and more velvety. They are easy to grow, although they do best in moist, loamy soil. Will live for years, giving you infinite loveliness for very little care. (Pat. 671.)

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50;
100 for \$50.00

Viola Yellow Vixen (Above, Right)

Hardy everblooming Perennial Viola in a bright clear yellow which will make your gardens and borders more colorful from early spring to frost. Originated here in northern New York, it has lived through many hard winters demonstrating its vigor and winter-resistance. The pert faces of this hardy Viola are always cheerful, always smiling up at you merrily. The 2½-in. flowers are borne on upright 6- to 8-in. stems.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50;
100 for \$50.00

NEW! Viola John Walmark (Right)

Blooms May to October

The attractive new Viola with shimmering grayish lavender overall color laced with violet veinings and splashed with deeper violet tones at the center. It has a pert yellow and white eye. The form is rather rounded but the bloom is almost 2 inches across and the long stems make it an ideal cut flower. It grows 12 inches high. Once started in spring, the bush grows rapidly and builds up to a mound of green, usually covered with bloom. This variety was discovered in Sweden, blooming under the snow in midwinter.

85c each; 3 for \$2.25; 6 for \$4.25; 12 for \$8.50; 100 for \$64.00

Giant Violas

**BLOOM YEAR AFTER YEAR
FROM SPRING TO FROST**

**SPECIAL
GROUP
OFFER**

No. 310

2 each of these 3 Violas illustrated
on this page

2 VIOLA PURPLE HEART
2 VIOLA YELLOW VIXEN
2 VIOLA JOHN WALMARK

Value \$4.70
Save 80c

ONLY . . \$3.90

Viola Yellow Vixen All Season 8 to 10 in.



New FOR 1950!
VIOLA JOHN WALMARK
All Season 10 to 12 in.



JACKSON & PERKINS CO.

World's Largest Rose Growers

THEY'RE NEW! PERENNIALS

Introduced by
Jackson & Perkins

EXCITING NEWCOMERS FOR YOUR SPRING AND SUMMER GARDEN

Perennial borders are gaining in favor each year. The great variety of colors available in perennials gives a constant change of texture and color for the gardeners outdoors and the arrangers indoors.

For the people who like masses of color yet desire a change throughout the summer, the spectacular perennials such as *Anchusa Blue Stars*, *Poppy Salmon Glow*, *Lythrum Brightness*, *Phlox Charles Curtis*, *Aster Frikarti* and *Chrysanthemums* in variety give a grand opportunity for mass color expression.

And for those who like an ultra modern white garden, the *White Phlox Miss Lingard*, the *White Liatris* and the *Veronica subsessilis*, White with the *Chrysanthemum Avalanche* give a beautiful succession of bloom and the constant cool effect of the clear clean whites. Not only in white but in any other color may such a scheme be worked in gardens large or small.



Poppy, Salmon Glow

Blooms May to June

3 ft.

POPPY, SALMON GLOW (Above)

This double brilliant Salmon Poppy is really a stopper. If there is room for only one Poppy, Salmon Glow should be the one, with its great quantities of five to six-inch blooms. The gay color of Poppies is a must in all spring gardens. Here is a color that will blend well, and not fight its neighbors. The plant is good, not too tall, and there are blooms for a period of almost six weeks. Height 3 feet.

Here's An Idea

Plant *Gypsophila*, *Bristol Fairy* nearby to cover the bare spot left by the Poppy plant in August and September.

85c each; 3 for \$2.25; 6 for \$4.25

Read what others say about this new White Veronica

Test plants sent out last year have brought a uniform acclaim. In hot North Carolina, we hear—I hope you put that Veronica on the market soon. It fills a long-felt need.

Ithaca, New York, says—It did wonderfully in spite of a dry summer.

Detroit confirms with—I like the White Veronica very much. It will be very popular.

Connecticut says—It has grown splendidly. It is very unusual.



Blooms August 1 to October

2 to 2½ ft.

VERONICA SUBSESSILIS, White (Above) P.R.R.

Another smart white flower for the garden and for the cut flower user. White form of the long popular *Veronica subsessilis*, it is delightful in its erect compact robust growth and its great number of side branches. It grows two to two and a half feet high.

It is a clean clear white with rich dark green foliage of excellent form and elegant texture. The spike form is graceful yet firm, and keeps extremely well when cut.

The contrast of the rich green foliage and the sparkling white spikes is extremely effective in the garden. Decorators like the spike as being particularly suited for delicate high-line effects. It is graceful and has just enough of a curve for that use.

The plant is healthy and vigorous in growth, thrives under general garden conditions and gives a wealth of bloom from August to October. It is seldom that a new variety of perennial fits so quickly into the popular needs and gains interest so rapidly.

This white sport from the Blue form of *Veronica longifolia subsessilis* was first discovered in Canada where it was saved and built up by an enterprising housewife.

It is bound to grow in favor and is definitely on its way to a permanent spot in all perennial borders.

\$1.25 each; 3 for \$3.15; 6 for \$6.25

THEY'RE NEW! PERENNIALS

Introduced by
Jackson & Perkins

THESE STRONG
SPIKES LEND ACCENT

◆ VERONICA SUBSESSILIS, Blue

Long a favorite, this picturesque, largest spiked Veronica of intense lustrous blue is a real addition to any garden. The foliage is heavy and a rich dark green. The flower-spikes are 6 to 8 in. long, the main ones followed by numerous side spikes which keep the plant an active point of interest for a long period.

The overall height is 2 to 2½ ft., and the color effect is good from August to October.

Although the variety will thrive in any good soil, it does exceptionally well in richer, well-prepared beds.

**\$1.00 each; 3 for \$2.50;
6 for \$5.00**

Lythrum

July to Aug
30 to 36 in

◆ LYTHRUM SALICARIA Brightness

Blooms July to August

Brightness, the new Lythrum, is a penetrating clear rose-pink, much brighter than the great favorite Morden Pink.

It grows about 30 to 34 in., in a compact form, almost moundlike, and fits well in the middle border. The 10 to 12-in. flowering spikes are densely filled and last a long while. The blooming time is from early July to early August, usually a period of little color in the border.

The dense foliage is a good dark green and it stays until frost. The leaves come up to the flower-spike, leaving no unsightly bare stem.

Lythrum, Brightness does well in any good garden soil and will thrive in either moist or dry locations. Since it blooms a little later and is not so tall, it may be used nicely with Morden Pink or The Beacon.

For their sharp mass of color in July and August, Lythrum's have become favorites in many gardens. Brightness, a European newcomer, is just enough lower to find its way into small garden areas. The color, too, is clearer and very pleasing.

**\$1.00 each; 3 for \$2.50;
6 for \$5.00**



Veronica
Aug. to Oct 2 to 2½ ft.



Lavandula, Hidcote
All Season 15 in.

A HELPFUL HINT

Always plant
perennials
in groups
of three of
each variety
for stunning
color
effects.

Hardy Old-Fashioned Lavender for you!

◆ LAVENDER, HIDCOTE Blue (Left)

Lavenders have been much sought after by northern gardeners for many years, but it was not until we found the Hidcote variety that we felt we had one hardy enough to withstand our climate. The fragrant, silvery green foliage is very ornamental and grows about 15 in. high, while the violet-blue flowering spikes rise another 15 in. The flowers appear from early July till autumn. They are airy and fragrant when cut, and when dried are used for making rich and sentimental sachets or placing in linen drawers, etc. An interesting and delightful plant, which should be in every garden for its fragrance and its decorative value. For years we have tried to carry the old garden Lavender from year to year. It always grew rank and stringy the first summer, then froze out that winter. Hidcote Blue, however, is a compact plant with dark blue blooms and is perfectly hardy here at Newark.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



Liatris
Aug. to Sept. 30 in.

WHITE LIATRIS (Gayfeather) (Above) (*Liatris pycnostachya alba*)

Blooms August 15 to September 15

A white form of Liatris with pyramidal plumes rising 30 in. into the air. The long narrow foliage forms a tuft near the ground and is arranged part way up the stem. The flowering spikes, 25 to 30 of them on a two-year plant, start to bloom at the top and work down. The colored Liatris are great favorites for floral arrangements, and this white will lend itself very gracefully for height and color.

Easy to grow, White Liatris thrives in sun or semi-shade and in moist or dry locations and is welcome in all gardens.

For those who desire pyramidal, upright lines, whether in garden borders or in flower arrangements, this white Gayfeather is the ideal plant. The original plants came from New England, where the white form was found in a large group of the red-flowered plants. It is much prized there.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



Aster Alpinus, Triumph
June to July 12 to 24 in.

MORE GORGEOUS NEW J.&P. PERENNIALS

ASTER ALPINUS, Triumph (Above)

Although an Aster from the Alps, we really consider this as a blue spring daisy. The narrow petals are violet and the centers Indian yellow, a lovely contrast making a very interesting plant, 12 to 24 in. high.

The 3-in. flowers start blooming about the middle of June and finish the end of July. Flowers are produced in great quantities, 40 to 50 to a single clump. It is a delightfully different plant for the garden and rock garden and will keep up an excellent show of color and hold its foliage for the off-bloom season.

Blue in the spring garden is rather difficult. Here is a lovely tone which is very effective as a low plant.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



Blooms June 25 to July 15

28 to 30 in.

ASTILBE, White Gloria (Above)

The feathery white spikes of this lovely plant are 28 to 30 in. high, rising at least 12 to 15 in. over the very attractive cut-leaved foliage. The actual flowers are 8 in. long and 3 to 4 in. wide.

Frequently as many as 18 blossoms are produced by an established plant. For a damp shady spot under trees, reaching out into the open, there is no superior to this Astilbe. It does well in any damp location but prefers partial shade for most luxuriant results.

Astilbes thrive where few other varieties of plants can equal their decorative value. They do like a rich soil and will amply reward their use in difficult spots.

85c each; 3 for \$2.25; 6 for \$4.25



Magnolias

*The Most Stately, the Most
Dramatic of All Flowering Trees*

MAGNOLIA SOULANGEANA (Left)

You need no longer admire the gorgeous spring blooms of the widely loved Saucer Magnolia in someone else's garden! Plant one of your own! Many of our plants are already budded, all are sturdy and will give you many years of enjoyment once they have become established in your garden.

This widely loved variety, commonly called the Saucer Magnolia, bursts into glory early

in the spring with a stunning display of purplish or rose flowers which also show generous, heavy-textured petals of glistening white. The exact color is impossible to describe because it varies considerably in its dramatic fantasy of regal shades. Somewhat tulip-shaped, the individual flowers are enormous in size . . . frequently as much as 6 in. across.

One of the first flowers to appear in the spring, Magnolias are literally covered with blooms even before the leaves appear. Later the foliage is broadly oval and a rich leathery green. It makes a very handsome ornamental tree, which may under ideal conditions grow as high as 30 ft. A splendid tree for growing in smoky city areas. It has been used extensively as a street tree throughout the city of Rochester, where crowds go to see it in full bloom just as they come to Newark a month later to see our well-known rose garden.

Good drainage rather than a rich soil is the prime essential for Magnolias. For best results it is well to apply fertilizer about once every two or three years. They are hardy in practically all sections of the United States except a few most northerly and coldest regions. If peach trees will live in your locality, it is perfectly safe to plant Magnolias there, too.

3-yr. plants; 18 to 24 in. tall
\$3.50 each; 3 for \$8.75; 6 for \$17.50



Courageous
Blooms September 28
with Lavender
Lady

Modern "Mums" Make

BLOOM FREELY RIGHT

All Varieties Group

One each of the 14 Modern Mums illustrated in color on these 2 pages. Plant the world's finest Mums in your garden for gorgeous fall colors.

GROUP #320

14 PLANTS, 1 of each \$8.30
(Value \$9.95) for only
Save \$1.65

Avalanche

Maroon
'n' Gold

Olive
Longland

All 7 Pictured on this Page

One each of the 7 Modern Mums illustrated on this page.

GROUP #360

7 PLANTS, for only . . \$4.35
(Value \$5.20) Save 85c

Peerless, Large, Double

The 6 most popular varieties illustrated
Lavender Lady, Courageous, Avalanche,
Eugene A. Wander
Red Velvet, Maroon 'n' Gold

GROUP #370

6 PLANTS for only . . \$3.65
(Value \$4.35) Save 70c

© J. & P. CO.

Tampico

Burgundy

Yellow Avalanche

THESE MODERN VARIETIES EASIEST TO GROW BRIGHTER COLORS, LARGER BLOOMS

Here are the most free-flowering and the most spectacular Chrysanthemums. We have chosen for you only the best and most satisfactory varieties, which in the fall reward you with a burst of bloom lasting for many weeks. These new earlier-blooming, winter-hardy strains will give you a brilliant, long-lasting display of rich colors.

COURAGEOUS . . . An outstanding new Turkey-red Chrysanthemum with double three-inch flowers borne in large clusters on 30-inch stems. There are not many red Chrysanthemums. We think this variety is good and are adding it to our collection. The foliage is dark green and the flowers are very frost resistant here.

\$1.00 each; 3 for \$2.50; 6 for \$5.00.

AVALANCHE . . . The best large white. Perfect, fully open, double blooms from Sept. 'til freezing weather. One of the first to bloom. 4-in. flowers with a faint, creamy center in the part-open stage. 2 ft. 65c each; 3 for \$1.75; 6 for \$3.25.

MAROON 'N' GOLD . . . Mahogany buds shaded maroon with a rich golden reverse on the petals. A gay maroon and gold effect. 4-in. flowers, 18 to 24-in. plants. Blooms late Aug. Very frost-resistant.

60c each; 3 for \$1.60; 6 for \$3.00.

OLIVE LONGLAND . . . Double, 3 to 3½-in. flowers. Bushy plants 18 to 24 in. high. Blooms end of Sept. Color is apricot-pink. When fully developed, the center is golden yellow. Lovely warm effect.

65c each; 3 for \$1.75; 6 for \$3.25.

TAMPICO . . . A warm bronze pompon type which makes a 30 to 36-in. mound of bloom with hundreds of 2¼-in. flowers. Good for cutting or borders or both. A product of the U. S. Department of Agriculture. 85c each; 3 for \$2.25; 6 for \$4.25.

Magnificent Fall Displays

UP TO HEAVY FROST

All 7 on this Page

One each of the 7 Modern Mums illustrated on this page.

GROUP #380

7 PLANTS for only . . \$3.95
(Value \$4.75) Save 80c

Autumn Colors

1 Avalanche White
1 Lavender Lady Lavender
1 Red Velvet Crimson
1 Butterball Yellow

GROUP #390

4 PLANTS, 1 of each \$2.20
(Value \$2.65) for only Save 45c

All-Season Collection

Very Early . . Eugene A. Wander, Maroon 'n' Gold, Butterball.

Early Chippewa, Lavender Lady, Courageous.

Midseason . . Avalanche, Mrs. P. S. du Pont III, Red Velvet.

GROUP #400

9 PLANTS, 1 of each \$5.35
(Value \$6.40) for only Save \$1.05

September Dawn

Mrs. Pierre S. du Pont III

Red Velvet
(Directly below Mrs. Pierre S. du Pont III)

Chippewa

© J. & P. CO.

Butterball

BURGUNDY . . . Glorious rich Burgundy red, in a fragrant, double Hybrid Korean. A winner everywhere! Magnificent form, texture; strong growing. 2½ ft. Equally striking in garden display and in arrangements. 3 to 4-in. blooms in early Oct.

60c each; 3 for \$1.60; 6 for \$3.00.

YELLOW AVALANCHE . . . Blooms in late August and continues through September. Excellent in areas where frost occurs early. The full, large, fluffy flowers are perfectly formed and are produced in great profusion. Rich golden yellow in color.

85c each; 3 for \$2.25; 6 for \$4.25.

BUTTERBALL . . . One of the earliest. Blooms from end of Aug. until severe frost. A low mass of long-lasting, brilliant yellow, grows to 15 in., with 1½ to 2-in. flowers covering the plant.

65c each; 3 for \$1.75; 6 for \$3.25.

Lavender Lady

LAVENDER LADY . . . Queen of all garden Mums. This is a rare, lovely lavender-pink with beautiful, large 4-in. flowers. Prolific producer from late Sept. until severe freezing weather. Plants 24 in. tall.

60c each; 3 for \$1.60; 6 for \$3.00.

CHIPPEWA . . . Glorious, warm dubonnet color tone . . . deep in the bud and lighter as the flower develops. Brilliant and sparkling, fully double, 4-in. flowers on 24-in. plants. Starts blooming late Sept., continuing until killing frosts.

75c each; 3 for \$2.00; 6 for \$3.75.

EUGENE A. WANDER . . . Brilliant golden yellow, 4½ to 5 in., double. Borne so freely in clusters that the plant is almost entirely covered. Very early bloomer. Dwarf; 18 in. tall. The finest early Mum; in full flower by Sept. 10.

75c each; 3 for \$2.00; 6 for \$3.75.

Eugene A. Wander

SEPTEMBER DAWN . . . The gorgeous deep pink of an autumn sunrise. Sturdy, generous with its 3 to 3½-in. flowers on lovely 2½-ft. plants. A pink that blends with bronze and copper; late Sept.

60c each; 3 for \$1.60; 6 for \$3.00.

MRS. PIERRE S. du PONT III . . . A very popular bronze, dominant color. Soft peach tinted with rosy salmon and fawn shades. General effect is iridescent bronze. 3 to 4-in. flowers from early Oct. until frost, on 2½-ft. plants.

65c each; 3 for \$1.75; 6 for \$3.25.

RED VELVET . . . Rich velvet crimson with a glowing sheen gradually changing to even darker crimson. 3 to 3½-in. blooms on strong stems. Sturdy, erect, clean-growing, 2-ft. plants in radiant bloom from early Oct.

75c each; 3 for \$2.00; 6 for \$3.75.

Buddleia
White
Bouquet

Charming

Ile de
France

Butterfly
Bush

Royal Red

BUDDLEIA, White Bouquet (Left)
(Plant Patent No. 536)

Without question one of the most useful and attractive of all flowering shrubs. Very conspicuous; blooms at a time when few other shrubs show any color. An abundance of long, fragrant, glistening white, 10-in. sprays like those pictured . . . all summer and all fall . . . on a graceful, medium-sized bush that seldom exceeds 4 to 6 ft. Especially prized for its long season of bloom, on 24 to 30-in. stems which are so valued for large bouquets of summer flowers. Buddleias are very easy to grow; need little care. Often called "everblooming summer lilacs." Like all Buddleias, the tops die down in winter but come up more vigorously than ever the following spring. The roots live on from year to year.

85c each; 3 for \$2.25; 6 for \$4.25

BUDDLEIA, Charming

Large spikes of exquisite pink. A glorious effect in the garden or shrubbery border; produces an abundance of lovely sprays from July to frost. 4 to 6 ft. 75c each; 3 for \$2.00; 6 for \$3.75.

BUDDLEIA, Ile de France

Long, 12-in. spikes of glowing claret-purple. Majestic, hardy; sometimes grows up to 6 ft. tall. Pleasing fragrance! Blooms generously July to frost. 75c each; 3 for \$2.00; 6 for \$3.75.

BUDDLEIA, Royal Red

(Plant Pat. No. 556)

The first truly red Butterfly-Bush! Royal Red and White Bouquet are a combination without equal in any other hardy, summer-blooming shrubs. Grows 4 ft. tall; produces an abundance of spikes from July until frost.

85c each; 3 for \$2.25; 6 for \$4.25

All 4 BUDDLEIAS

Shown Above

1 each White Bouquet, Charming,
Ile de France, Royal Red

GROUP #330 **\$3.00**

Only. . . .

Modern **LILACS**

These gorgeous French Hybrids far surpass all others. Larger florets, richer colors, broader spikes, more to a cluster. Every variety is faster growing and younger blooming. Fragrant beyond description. Own-root, not budded, so wild sucker growth will never bother you. For infinite long life, rapid growth and every-year bloom, these strong 3-yr. plants are worth ten times as much as the old-fashioned varieties.

Order any or all of these lovely colors.

Wine-red
Soft lilac
Blue

Reddish purple
White
Pinkish lilac

WINE-RED. Large, open clusters of florets of a rich wine-red tone. Very fragrant. Moderate height but a strong grower and free bloomer.

SOFT LILAC. Showy clusters of fragrant flowers. The color is soft rosy lilac—very delicate and pleasing. Vigorous growth, producing large heads of bloom.

BLUE. Moderate-sized florets in long, open clusters. Purplish in the bud, becoming Wedgwood-blue. Vigorous, early-blooming.

REDDISH PURPLE. A prolific producer of fine reddish purple blooms. The flowers hold their color better than many other varieties. Strong, upright plant.

WHITE. Large, full clusters of immense florets, snowy white in color. Indispensable no matter what other kinds you may have. Sure to bloom well.

PINKISH LILAC. Very fragrant, large flowers in long clusters. The buds are carmine, opening pinkish lilac. One of the best modern Lilacs.

\$2.50 each; 3 of one color \$6.25

SPECIAL OFFER

GROUP #340

All 6 J.&P. Modern
Lilacs pictured, 1 of
each (value \$15.00) **\$12.50**

LUSCIOUS FULL-SIZED PEARS

ON Dwarf Trees

.... ONLY 8 FT.
HIGH WHEN
FULL GROWN!

Early in the season every branch will be covered with lovely fragrant white blossoms. So profuse, so handsome, they are a garden decoration in themselves.

Ideal for the modest garden where you don't have room for large fruit trees. Dwarf Pears serve the double purpose of being handsome specimen flowering trees when they are covered with blooms in the spring, and then later in the season they reward you with fabulous quantities of delicious, juicy pears.

Few other plants have the unique advantage of being both beautiful and practical. Few other plants will arouse so much curiosity and interest and give you such waves of pride and personal enjoyment.

The Delightful BARTLETT (Right)

Luscious large, juicy, rich-flavored yellow fruit with beautiful red blush. Excellent quality. Most popular. Generally recognized as the best canning Pear but equally fine to eat out of hand. A good strong grower and a regular and heavy bearer. Ripens in Sept. (or late Aug.) This is probably the best-known Pear grown and an ideal one for home planting.

The Delicious SECKEL (Above, Left)

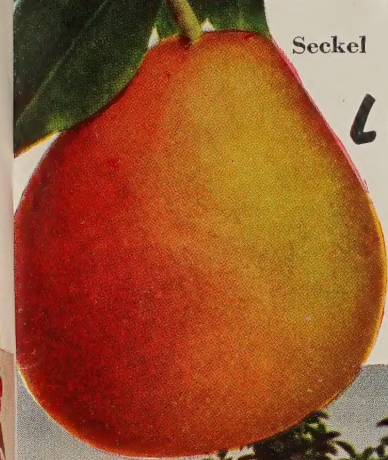
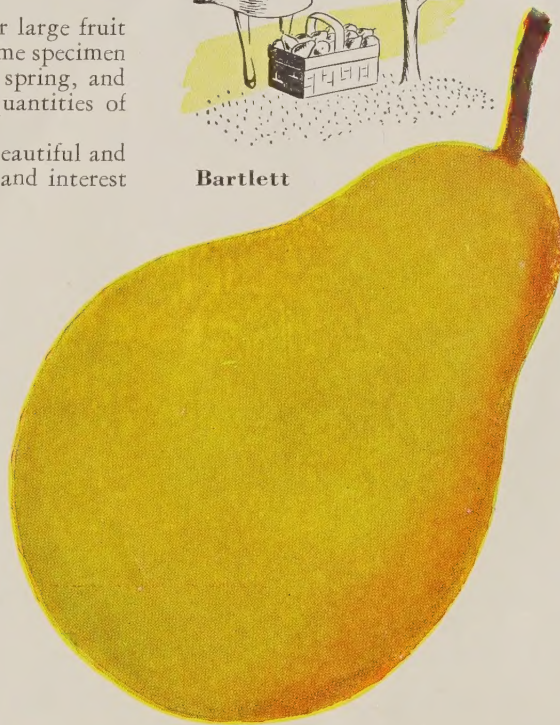
Sweet juicy, full flavored. The popular small pear for eating and for pickling. Yellowish russet with red cheek. Good to eat, pickle, preserve. Ripens in Sept.

Gorham (Not Illustrated)

New, but really a late Bartlett. Juicy and of wonderfully delicious sweet flavor, with white tender flesh. Golden yellow. Ripe Oct.

\$3.00 each; 3 of one kind for \$8.25

Bartlett



Dwarf Pear Tree

**BLIGHT-
RESISTANT**

Old-Fashioned Chestnuts

Luscious, fat Chestnuts can again be yours from the trees you plant this spring. Native Chestnuts have been a thing of the past for several years. That is changed now by the advent of these blight-resistant trees which will bear nuts two years after planting. These trees of Chinese stock are quick

and prolific bearers, usually producing 3 sweet, full-flavored nuts to each burr. Fully as delicious as the native American Chestnut, but a little larger in size. Hardy wherever peach trees will grow and in the same general areas where the native Chestnuts grew years ago.

Will Bear Each Fall

From about September 15 on, you will reap a royal harvest of shiny, taste-tempting Chestnuts once your trees are established. Superb for eating raw, for roasting, for Chestnut dressing in the holiday turkey.

Trees Are Ornamental

These lovely trees bring beauty and distinction in addition to their crop of delicious nuts. Free-growing, they have attractive, glossy, rich green leaves on low-sweeping branches. The most productive nut trees for northern latitudes, Chestnuts do better in poor soil than any other nut trees. Will grow more rapidly and reward you handsomely if fertilized. Rugged, vigorous . . . they do well in exposed places but must have a well-drained soil.

3 to 5-ft., 2-yr.-old nursery-grown trees. Shipped trimmed, ready to plant, guaranteed, prepaid

\$2.75 each; 3 for \$7.40

Best crops insured by planting two or more trees for pollination



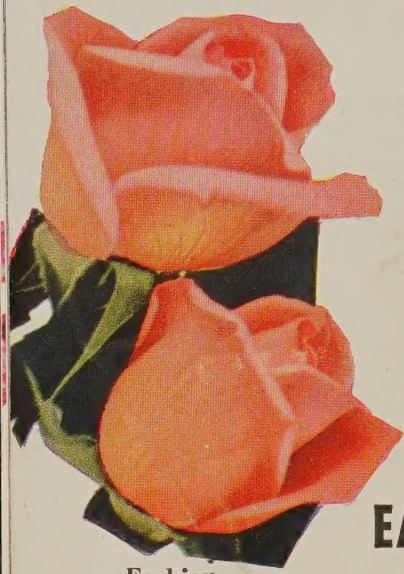
ORNAMENTAL AS WELL AS PRACTICAL
FIRST HARVEST IN TWO YEARS!

FAMOUS J. & P. ROSES ON TREES!

Crowning Glory of the Garden World!

EVERBLOOMING TREE ROSES

EASY TO GROW...
GUARANTEED TO BLOOM



Fashion



Blaze



Pinocchio



Eclipse



© J. & P. CO.

A NEW YORKER TREE ROSE

This is typical of the results you will get from any of the varieties listed below.



Tree Roses bloom right at eye level... 3½ ft. above the ground.



Goldilocks



Crimson Glory

BETTER BECAUSE:

- Grown on special strain of Multiflora root and stem.
- Transplants easily, handles well for winter protection.
- Trunks 3¼ ft. tall, with bushy well-balanced heads.
- Trunks increase in diameter in proportion to the top.
- They are not subject to borers and other ills common in stems of previous kinds.

ORDER TREE ROSES IN ANY OF THESE FAMOUS J. & P. VARIETIES

BLAZE—blazing scarlet 2 to 3 in. cup-shaped blooms. Very persistent, giving you a marvelous show of brilliant color all season.

CRIMSON GLORY—perfect hybrid tea in dark velvety crimson. Strong captivating fragrance. America's favorite Rose for years.

DIAMOND JUBILEE—huge 5 to 6 in. blooms of warm buff-orange color. Delightful Old-Rose fragrance. Heavy-textured petals do not fade or burn.

DICKSONS RED—glowing scarlet-red hybrid tea; large, high-centered; continuous bloom; rich fragrance.

ECLIPSE—most popular and best of all yellow Roses; especially prized for its long graceful bud.

FANTASIA—a sparkling color like yellow daffodils in spring. Unusually free flowering. See page 12.

FASHION—a gorgeous coral-pink overlaid with gold. Our most recent prize winner. See page 2.

GOLDILOCKS—a true golden-yellow with lovely cup-shaped blooms 3½ in. across. Floribunda Goldilocks won John Cook Medal. See page 5.

NEIGE PARFUM—gorgeous white hybrid tea. Most fragrant of all roses. See page 7.

NEW YORKER—the best red Rose of all time. A red, red Rose that never changes color; frequently up to 6½ in.

PINOCCHIO—salmon-pink buds flushed with gold change to soft clear pink. See page 20.

PRIMA DONNA—deep salmon blooms delicately brushed pink. Frequently 5 in. across, exceptionally fine form.

RUBAIYAT—deep scintillating crimson; long and shapely buds with a delicate crimson-pink exterior.

SATURNIA—a glorious two-tone red-yellow; pronounced, fascinating, fruity fragrance. Long stemmed.

OTHER VARIETIES AVAILABLE:

Countess Vandal, Enchantment, Grey Pearl, K. T. Marshall, Mary Margaret McBride, Mme. Henri Bonnet, Mme. Marie Curie, Lavender Pinocchio, Red Pinocchio, Signora, Sonata, Valiant, White Briarcliff, Zulu Queen.

ARISTOCRATS OF ROSEDOM

There's a place for Tree Roses anywhere... they make informal gardens more radiant, small gardens more intimate, and formal gardens more stately. Because of their unusual form and the unparalleled beauty of the flowers, they present a breath-taking picture in any landscape.

Imagine the "Queen of Flowers" putting forth her supreme loveliness and fragrance right at eye-level! The talk of the community, J. & P. Modern Tree Roses will make your garden outstanding next June.

PLEASE READ THIS...

Tree Roses are very popular and take years longer to produce than bush Roses. Therefore our supply is comparatively limited. If any variety you order is sold out, rather than disappoint you we shall send another of similar color. Complete, simple instructions for easy planting and care are supplied with every order. All Tree Roses are guaranteed.

Only \$5.00 Each; Any 2 for \$9.50; Any 6 for \$25.00

Transportation prepaid—nothing further for you to pay. These prices also include safe, expert packing. Guaranteed to reach you in good condition.

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA